

**THE INTERNATIONAL JOINT SEMINAR &
VISIT TO CLEAN AUTHORITY OF TOKYO**
Tokyo, Japan 15 – 19 May 2017

REPORT
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1. MARKETING ANALYSIS REPORT

Political

The Japan country applied tax-free for tourists who spend their money in Japan, almost all stores in Japan have counter tax free facilities, to get back the taxes that have been paid when we buy a product in Japan, so that people who shop there will feel the goods price in Japan is cheaper so that people do not hesitate to spend their money at the time in Japan, it is very useful for business actors in Japan, they feel in favor with this rule that makes the goods they sell look cheaper but not burdening businesses because taxes paid back to buyers are subsidized by the government so that this can increase the income of its people, in terms of its requirements are not difficult just to show the passport of foreign tourists in any stores that supported tax-free program like Seibu, MUJI, Uniqlo and others with the minimum payment ¥5000 before tax. The only tourist with visitor's visa who can claim this GST refund by showing the passport and the counter clerk will check the validity of visitor's visa (immigration sticker in passport), then they will stick (staples) the sales slip in passport. So do not be surprised when we shopped more the tax free items, the passport will be thicker full of sales slip from various stores.



And in terms of goods entering the Japanese government's policy to protect their domestic market, they impose imported goods entry barriers with tariff and non-tariff policies, tariff policy by way of tariff determination based on Custom Tariff Schedule, other than temporary raw goods for Japanese raw materials apply escalation tariff system. For the non-tariff policy of Japan to hold strict supervision for the quality of products that will enter the country that is with

- The Plant Protection Law that regulates the quarantine system of fruits, vegetables, and plants Banned in Japan.
- Import regulations on product safety for consumers to be sold in Japan.
- Measurement Law which regulates the product packaging system with the label of content description, name and address importer
- Quarantine Law which regulates quarantine system of imported goods
- Regulations for promotion using packaging and packaging recycling systems
- Industrial Standardization Law which regulates the standard system of industrial product quality

Economic

Japan is a country with advanced category, with gross large gross domestic product which is also one of the highest in the world this is because there are many global companies in Japan especially for automotive industry like Honda, Nissan, Toyota and Electronics industry like Sony and Panasonic

After the global crisis that preceded the United States of the impact on other advanced country is no exception to Japan, to overcome this, the Japanese central bank (BoJ) to reduce interest rates even at a negative level of -0.1 percent of this is done to improve the business world to expanding both

domestic and foreign japan, at this time also the Asian countries such as China and Korea are also expanding abroad so increasingly tightened competition to compete market share in developing country like Indonesia and India which have high population and high level of consumption .

Japan is a rare country with natural resources but Japan can advance with its manufacturing industry, managing imported raw materials from countries with many natural resources such as Indonesia and then managing the raw materials into finished materials that give high value for re-export In countries of other developed and developing countries

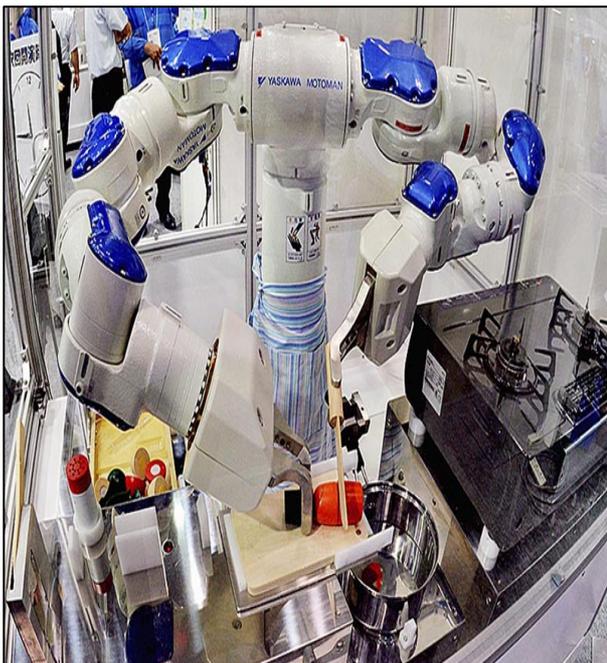
Social

Japan is well known for its excellent culture and work ethic resulting in high productivity. The application of moral punishment is very impact on the Japanese society that makes them patu and obedient to the rules not because there is a severe punishment from the government, so that wherever they are and whether or not the officers who oversee the Japanese society still obey the rules applied because of their moral strength that form That right.

The highly detailed and unsatisfactory nature of Japanese people has given birth to this kaizen principle. A strategy aimed at continuously improving toward better production processes, product quality and quantity, reducing operational costs, reducing waste, to improving job security. So this kind of thing deliver products by japan are known with excellent quality that make it sell in the market with a high price in comparison with competitors.

In Japanese culture they are very appreciative of the seniority means that if they will do the deal in the business they will appreciate it if it is done by the leader of the company other than that the Japanese do not want to rush in determining decisions, especially for business decisions, especially for people who newly known by them. And also the Japanese are known to be loyal to their business partners if they have made a deal then it can be a long lasting cooperation relationship. Such as cooperation between our government and Japan. And this is a challenge for Indonesian entrepreneurs to establish cooperation with Japanese entrepreneurs in expanding their business. When the relationship has been established, then the entrepreneur can be used as a reference to become a new business partner.

Technological



Japan is the center of the birth of sophisticated technology, the emergence of new technologies created by Japan greatly affect the efficiency of their performance to achieve economies of scale in the production process which means the cost of production can be cheaper, while the use of technology in the Japan industry has take over the humans in doing Something, so there is a new unemployment caused by the production process change that was doing by humans. So the Japanese people are required must be more creative and become entrepreneurs to get the job it is actually a positive impact for the economy in japan because more people who become entrepreneurs who support the macroeconomic japan.

Legal

Japan has very strict rules in its production process. Every manufacturer in Japan must comply with the Japanese Industrial Standard (JIS) which is the law used for industrial activities in Japan. Manufacturers in Japan must have a new JIS mark after October 1, 2008, with the strict rules and laws of the production process in Japan very well so as to produce a very good product too.

Environmental



Japan is a country that is very concerned with environmental sustainability, we can see that the waste management in Japan is very good they always apply 3R (Reuse, Reduce, and Recycle) and industrial waste also in control strictly. And the lack of use of vehicles in Japan so that air pollution caused by the vehicle is very minimal, The Japanese prefer to use the bike and walk in mobility activities because they are conscious of health and all the public transportation are comfortable, cheaper and on time. That's the reason why in Japan the congestion is rare.

MARKETING ANALYSIS of SHISUI PREMIUM OUTLETS (SPO)

Shisui Premium Outlet is located in Inba District area in Chiba closer to Narita airport about 15 minutes by public or private vehicle and is 70 km from downtown Tokyo. With an area of 21,739 square meters Shisui Premium Outlet there are 165 brand shop and almost all is a world brand This outlet is in the middle to upper class that require consumer goods especially for fashion with quality.

The uniqueness can be seen from the location that is close to the airport and away from downtown Tokyo, this is intentionally done to attract new tourists coming to Japan or will leave Japan via Narita airport, to wait for flight schedule.

If seen from the asset inventory then Shisui Premium Outlet is very typical with 165 brand shop which almost all the world brand and layout as below:



Source: <http://www.premiumoutlets.co.jp/en/shisui>

If managed well eating this asset will provide benefits in the form of profit from each rental outlet at a high price, because the value of the outlet itself in the design of luxury and is familiar with the place where the world brand so that itself increases the selling value of each outlet located At Shisui Premium Outlets. So, this complete facility supported to hit the tourists shopping in this area.

Recommendation

1. Currently, Indonesia is rampant in promoting tourism so that the growth of Indonesian tourism is quite high from year to year, it is possible if the government of Indonesia imitate the Japanese government in applying tax free for foreign tourists who shop in Indonesia for certain goods. For example, eliminating restaurant taxes for foreign tourists so they are more interested in Indonesian cuisine and for goods products small and medium enterprises by forming tax free counter in japan. With this kind of foreign tourist who shop in Indonesia feel much benefited. This is like a discount scheme for foreign tourists subsidized by the government and the benefits received by business people, especially for micro businesses.
2. The Government of Indonesia should improve the control of the quality of goods entering through exports and those produced domestically to add value to these products, so that Indonesia is not flooded with cheap products and with poor quality.
3. Applying kaizen system to private institutions and government to make continuous improvement

2. CROSS-CULTURAL ANALYSIS

Cross-cultural consumer analysis is to answer how the consumer's behavior in spending their money and the focal factors of habit and culture that influences it.

Differences in Values, Beliefs and Policies

The Japanese are very appreciative of the time, they will not wasting time in vain, it can also be seen in the way they eat quickly and do not want to wait for the old order, this makes the food in packaging in Japan is very salable because it can save time of presentation And Does not require special tools. Different with Indonesians who prefer food cooked with spices and additions and have a take time to process. Even in Indonesia the food in the packaging is not good for health. As an example of Japanese people instant noodle bees just by adding hot water, while in Indonesia instant noodles by boiled and added with other ingredients such as eggs and vegetables that are not in the packs of instant noodles. There are some products in Indonesia that offer practicality and speed like instant noodle products in japan this is not a core product.

Acculturation

When we are in Japan it will all be very fast, not the time is faster but the behavior of the people who make it all feel fast, on the way we witness the servants serve the buyers quickly, people eat quickly, the people walk quickly, if they not do like that So they will miss the public transport that comes on schedule or late for work or school entrance, the Japanese do not know the word of late or even to wait too long all carried out in a on time. People who live there will experience the acculturation whether he realized or not we will follow the way the Japanese do activities because if not that can make us in trouble because everything that is in Japan has been set and adjusted to the Japanese people.

World Brands

So many famous brands from Japan that have been worldwide such as Honda that is not appropriate acculturation like a Honda automotive company, in Indonesia Honda brand is very famous for vehicles 2 and 4 wheels, Honda brand is not acculturation in terms of one example of Honda's car output products known in Indonesia that is by the name of "Honda jazz" in japan is familiar with the name "Honda fit", in terms of design and engine capacity is not different. Other examples are for the fashion brand " Uniqlo" both in Japan and Indonesia not different from the design of stores and products on sale.

While different for the brand “Ajinomoto” in food and beverage industry, when entering in Indonesia they must sure their products are halal and get halal license from the issuer (MUI) while in japan they do not do that.

But there are also Japan companies that have a world brand that has not entered into Indonesia as “Kikkoman” in food and beverage industry, this brand is not familiar to the people of Indonesia. There are also “Nomura” financial services and insurance companies that have not entered Indonesia but in Japan this company is included in the category of world brand.

Recommendation

1. Indonesian companies can imitate Japanese companies in expanding abroad, Japanese companies are very concerned about the quality of its products ranging from small things and always innovate to create new things.
2. Japanese government is very concentrated in protecting their culture even though many different kinds of products go to japan, then the product is that adjust to the Japanese culture so that the identity of the Japanese nation is not inferior to globalization, should the government in Indonesia can also do something like this. To protect the culture from the influence of globalization, do not let the entry of products from abroad have the effect of eliminating the indigenous culture of Indonesia.

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3. COMPANY VISIT ANALYSIS REPORT

The issue of waste management in the world today is very concerned, seeing the impact of waste on the environment is so bad that every country committed to managing waste properly, to manage the waste in need of effective and efficient management, to see the amount of waste generated every day very much. Some people already know that in Japan there are not many garbage cans on the roadside. That's because they want to make the environment beautiful and reduce the crime.

Although in Japan they do not have a lot of trash cans but the community still maintains good hygiene. In the eyes of the Japanese rule: *"your garbage is your garbage, do not throw away any place"*. Even if it's your pet dung, you should keep it and take it home to put it in your dumpster at home.

Well besides, Japanese also have to throw garbage in accordance with the color of the trash. Japan has a processing system that separates waste into several types: burnable and non-comb usable rubbish, glass bottles, plastic bottles, cans, recyclables, and more. The municipal waste officer will collect different types of garbage each day. Japanese country very concerned about the environment, so that in 2000 the Japanese government agreed to divide garbage management into 23 areas managed independently. 23 parts are:

name Incineration Plant	Location	Incineration capacity (tons/ day)
Shin-Koto	Koutou-ku	1800
Minato	Minato-ku	900
Shibuya	Shibuya-ku	200
Itabashi	Itabashi-ku	600
Meguro	(among Plant remodeling)	600
Ota	Ota-ku	600
Tamagawa	Ota-ku	300
Sumida	Sumida-ku	600
Chuo	Chuo-ku	600
Kita	Kita-ku	600
Suginami	(among Plant remodeling)	-
Adachi	Adachi-ku	700
Shinagawa	Shinagawa-ku	600
Nerima	Nerima-ku	500
Hikarigaoka	(among Plant remodeling)	-
Setagaya	Setagaya-ku	300
Chitose	Setagaya-ku	600
Ariake	Koutou-ku	400
Toshima	Toshima-ku	400
Katsushika	Katsushika-ku	500
Edogawa	Edogawa-ku	600
Other facilities		
Facilities name	Location	
Shinagawa Cleaning Facility for Night soil	Yashio, Shinagawa-ku	-
Large-sized Waste Pulverization Processing Facility	Aomi, Koutou-ku frontage	-
Chubo Incombustible Waste Processing Center	Aomi, Koutou-ku frontage	-
Keihinjima Island Incombustible Waste	Keihinjima, Ota-ku	-

Processing Center		
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To manage the waste the Japanese government has spent a very expensive amount of 69,256 Billion Yen or equivalent to 692.56 Million Dollar, in this sophisticated waste management is not cheap. Most of the funds are used for waste management cost of 67.3%, plant maintenance of 20%, cost for general affairs, assemblies, etc. 7.2% and public loans at 5.2%. With assets of that size would need management in maintaining its assets in order to provide benefits comparable to those issued.

Of all these facilities we only visited the Shin-Koto Incineration Plant which is the largest Incineration, Shin-Koto Incineration Plant was completed in September 1998. It plays an important role of processing combustible waste and recycling energy since the heat generated during the incineration process helps to produce electricity for energy recycling. It has a capacity to process 1,800 ton of waste per day and generates 50000 kW with a steam turbine generator. In addition, the incineration plant is equipped with the state-of-the-art air pollution preventive facilities to remove most of the hydrogen chloride contained in exhaust dust sulfur oxides and mercury. It burns combustible waste continuously at high temperature (800-900 deg C) to ensure complete destruction of dioxins, which successfully maintains the emission of dioxins at much lower level than legally stipulated. Although recycle has been stressed by the Tokyo Metropolitan Government as the key to deal with waste problem, incineration has still been playing the main role in handling waste in Tokyo, almost 76% of waste was handled by incineration.

A good government and private organization of course has assets to support its operations either in the form of tangible assets such as land, buildings, machine vehicles and infrastructure facilities and intangible assets such as copyrights, trademarks and patents, problems in asset management that often occur in the organization is that the organization does not know exactly how many assets it has along with the type, condition, place and who is in charge of the asset. This is a very common problem for local government organizations in Indonesia. So when we visited the Shin Koto incineration plant in the series of The International Joint Seminar and Visit to Clean Authority of Tokyo, I was thinking how their inventory assets are very many and varied. Here is the Major Asset in Incineration Plant:

1. Waste truck scale
Measure the weight of waste.
2. Platform
Waste collection vehicles dump waste into the bunker.
3. Waste Bunker
Waste is temporarily stored here until incineration.
4. Waste Crane
Waste is mixed. Leveled and send to the incinerator.
5. Forced Draft Fan
Air is send from the waste bunker to the incinerator.
6. Incinerator
Burns waste at high temperature of oven 800 degree Celsius.
7. Boiler
Produce steam from heat generated when waste is burned, to be used for heat supply and electric power generation.
8. Cooling Tower
Spraying water around 250 degree Celsius exhaust gas from the boiler lower the temperature immediately to 170 degree Celsius, thereby preventing the re synthesis of dioxins
9. Bag Filter
Blowing slaked lime and the reagent which reacts with dioxins into the bag filter remove dioxins, mercury, hydrogen chloride, sulfur oxide, soot and dust of flue gas from the cooling tower.
10. Gas Scrubber
Remove acidic gases, such as sulfur oxide and hydrogen liquid chloride as well as mercury in flue gas by rinsing with caustic soda and liquid chelated water.

11. Catalyst Reaction Tower
Change NOx contained in flue gas into non-harmful nitrogen and water with a help of catalysis by blowing ammonia gas. And the catalysis decomposes dioxins.
12. Induced draft fan
Exhaust send to the stack.
13. Stack
Dispose of any substance or harmful odor released into the water.
14. Wastewater Treatment Facilities.
Solids and heavy metals in wastewater produced from the incineration plant are removed into sewer.
15. Central Control Room
Controls and monitors facilities include the waste bunker and the incinerator. Each facility continuously sends information to the control system.

One of the functions of asset management is asset inventory, According to (Siregar: 2014) Inventory of assets is an activity consisting of two aspects, namely physical inventory and juridical / legal. Physical aspects consist of shape, area, location, volume / number, type, address and others. While the juridical aspect is the status of mastery, legal issues owned the ultimate limit of mastery. The work process undertaken is data collection, codification / labeling, grouping and bookkeeping / administration in accordance with asset management objectives. In other words Inventory of assets is an activity to obtain asset data controlled and documented both tangible and intangible assets, Shin Koto incineration plant has many assets that owned incineration plant, to get the data of all assets controlled by Shin Koto incineration plant, it should always be done inventory every year to see which assets increase or decrease as well as the condition of the asset.

It is also necessary to ensure the performance of the Shin Koto incineration plant continues to run because when Shin Koto Incineration Plant stops there will be a buildup of waste that will cause problems.

By conducting an inventory on assets we can:

1. See who the authority in using the asset
2. Make it easier to see the use of the asset, whether it has been utilized optimally or still the asset is less provide the best performance,
3. With asset inventory makes it easier to control and maintain these assets in order to be utilized in accordance with the age of the asset, in order to provide optimal benefits and reduce maintenance costs
4. Securing the ownership of these assets, so there is no uncertainty in the ownership of these assets, especially for land and building assets
5. Make it easier for us to create a computerized system in order to create a more sophisticated asset system in accordance with the needs of the company.

To make an inventory of this asset is not easy moreover for the organization as big as Shin Koto incineration asset that has so many and diverse, it's so difficult in provision of identity such as the provision of asset numbers and identity determination to determine the type to be in inventory and incorporated into the computer system so that When needed can easily find it and see the condition of the asset and the condition of the asset.

Here's an outline of doing an asset inventory:

Stage 1 (Preparation)

At this stage we can start by mapping the amount and type of assets and conditions, and authority in the use of these assets is to record the company's human resources that has responsibility with the asset up to the technical or how to carry out an inventory of assets. In the case of the Shin Koto incineration plant we can group various asset types into 15 major assets as mentioned above so as to facilitate the asset grouping, because to see the asset of Shin Koto incineration plant is very difficult due to the large number of Shin Koto incineration plant assets.

Stage 2 (Execution)

To carry out what has been prepared in advance we must fulfill all the procedures in stage 1 or preparation, so that we can do according to schedule and technical which have been specified in stage 1 or preparation, and executed by human resources according to expertise or field respectively. To avoid errors on assets that will be in the inventory and errors in the determination of the condition of the asset, so that it is required the experts who can accompany the inventory team.

Stage 3 (Finishing)

At this stage we have obtained the results of the inventory conducted in the form of reports and data about asset assets that are owned by the organization either in the form of tangible and intangible, ranging from the largest asset to the smallest.

Phase 4 (Computerization)

To get an optimal and effective inventory result we can combine with computerized system using software to manage the asset, so that when we want to know about a certain asset we can look for it in the software that can give information about the asset both condition, location and utilization In supporting organizational activities.

And when we visited Shin Koto Incineration Plant, we saw the control room filled by the monitor screen, it was an evident that Shin Koto Incineration Plant is very aware of its assets, but the control room is only for its major assets so it is also necessary to pay attention to the minor assets owned by Shin Koto Incineration Plant for smooth operation can be maintained, considering if there is a mistake that causes Shin Koto Incineration Plant stop its operating, this will lead to garbage pile up in the Tokyo area and this certainly can cause big problems for the citizens of Tokyo.

But the usual problem is in Shin Koto Incineration Plant not only on the inventory of its assets, but rather to the technical problems of the frequent garbage in which there are still materials that can not burn like iron shown in the picture below:

Combustibles carried into incinerator plants sometimes contain waste unsuitable for incineration, such as metal, glass, or oversized waste that exceeds the disposal capacity of the plant. Such improper waste may cause the halt or failure of incinerations, costing a great deal of money and time before recovery. Once the facilities become incapable of accepting waste, waste collection and transfer operations will be interrupted, seriously affecting waste management in all 23 cities.



Every year some incineration plants are forced to stop operation due to improper waste. To prevent carry-in of improper waste. And to ensure safe and stable plant operation, inspection of incoming waste is reinforced, and awareness-raising activities are undertaken
Special weeks are also set to enhance the above inspection and to perform close observation at platforms in each incineration plant. Overall regular inspection on incoming waste is also conducted at all incineration plant, in collaboration with the 23 cities



It is much unexpected that the bottom ash is recycled as cement material. After finishing the chemical processed, finally this bottom ash can be used as substitute of clay as cement materials. Where the

purpose of this to reduce the amount of landfill disposal in Japan and of course it makes the resources used more efficient. The bottom ash also melted into slag, where the making of it make it safe and efficient for use as construction materials and etc.

The incineration use the heat energy generated from waste Incineration beneficially in power generation and in supplying energy. Electricity and hot water produced at Shin-Koto Incineration Plant are used within facilities to operate the plant, thereby reducing electricity purchases and fuel costs. Surplus electricity is sold to power companies. Shin-Koto Incineration Plant sell electricity, and hot water. Hot water is pressurized and remains in its liquid state will be transferred to Hot water pool at around the factory In FY 2015, total generated power was 1172.6 million KWh. In total, 660.86 million KWh electricity was sold from incineration plants and 11.765,76 million yen was income generated from electricity. 501,000 GJ of heat was sold and 192.02 million yen was revenue generated

Waste management in Indonesia should be a serious concern of the government because most of Indonesia's waste in the final waste landfill method, that is by piling up garbage in a certain place this does not matter if the available land is big enough but the garbage every day always increases while the land Which is used for the final disposal is very limited so that in the long term available land is not able to accommodate industrial and household garbage trash, most of the waste can be recycled, but for the case in Indonesia very little waste is utilized to be useful goods partly Large piled up in the final dump. There is one more way to manage garbage that is by burning like in Japan and other developed countries waste in burn so that destroy and minimize the volume of garbage and ash of combustion can be utilized to be useful item of waste management by burning is very effective but cost Which is very expensive and sophisticated technology so as not to cause environmental pollution due to smoke from burning.

Conclusion:

The Indonesian government should review the implementation of waste management in Indonesia not only in big cities such as Jakarta and Bandung but also in other areas that mostly use the method of landfills, in the future the problem of waste will become a serious problem for the government and for that The government is dealing with waste management properly and using appropriate methods and technology in managing the waste so that the garbage does not become like a time bomb ready to explode, which is very visible problems of this garbage in big cities that have high population such as Jakarta and Bandung, but not Means that other cities are not facing waste problems, it is only a matter of time if the government still has not implemented a good waste management. Populations and activities continue to increase so that garbage every day also but land for landfills are limited and tend to remain on the long term all areas will face the problem of waste if not started from now. To create a waste management system like shin koto incineration requires a very expensive investment, but in this case the government can work with private parties, and convince the private sector that waste can generate profits if managed properly.

Recommendation

1. The waste management system in japan must be imitated by the government of Indonesia, because waste management with Incineration system does require a very expensive cost, the government of Indonesia can work with private.
2. From the private sector management can provide benefits if managed properly, especially by getting subsidies from the government.
3. Limiting waste management to final disposal methods and beginning to socialize how waste management works with the Incineration system while maintaining the environment

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