

MARKETING ANALYSIS

Topic 1

- Review of nakasime dori area

SME business management in the area of dakasima dori is very good seen from clean environment, good selling culture and fair competitive price in that area. When compared with Indonesia the market is worthy of being a role model. For example the area of sale in the white crater that the building was not considered. In contrast to nakasime dori area, building, cleanliness and good service are perceived by every visitor. Especially in the honesty of a merchandise.

Asakusa area also sells a variety of typical goods / traditional Japanese that the price is quite affordable for foreign tourists. In addition, discounts are given enough attention ie 10-20%.

The price comparison experience I noticed was on one item: nike sandals. In Indonesia the selling price of nike sandals is about 350.000 - 450.000 an. While in asakusa we can get his bias at a price of 300,000. Pretty saving 50.000 rupiah.

Seeing a diverse market of products certainly can not be separated from the way sellers to sell wares, each of which there is a direct promotion (meaning to provide information directly to customers) as to who provide information through print media. In the region more information is provided through print media, especially price information. So that buyers can easily know the price of the goods.

Topic 2

Tsukiji fish market

Tsukiji fish market is a traditional Japanese market that sells fish-tasting trade.

In this market is normal in its sales. But its unique is the hygiene of the market!

Tsukiji fish market market is very clean. Unlike the market ciroyom, andir, afternoon, ciwidey, caringin that I never singgahi. Hehe

The market is not muddy. Everything is clean and not smelly. Packed in freeze play to be seen by consumers with fresh. Some that can be felt directly by eating sushi with fresh salmon served by the seller.

In addition, typical foods such as mochi, green tea (macha), and fruit satay can be found easily.

Had a coffee and the price is not far away with Indonesia.

Besides, the culture of japan is honesty in selling, hospitality in service, and cleanliness in every action.

Hopefully Indonesia can imitate Japan with its good culture.

Japanese food packaging is very neat. I bought 3 pieces of moci with strawberries whose size is very large (knowing never seen strawberry of that size in Indonesia).

The packings are presented very well, clean, tidy, and fast. To eat in place of bias but culture they do not eat then hang out or smoke. Instead eat and go directly to other places. That should be imitated by the people of Indonesia.

Cultural analysis

Japanese cultures are associated with the shared religion, the values of life and other cultures.

In essence they have a high discipline spirit. There is a religion that is embraced in Japan that is Shinto.

Japanese culture is very disciplined seen from their selling, walking, and timeliness (time managing)

But the language used more Japanese than the international language (English)

Another inherent culture is honesty in Japanese society. An example is when paying something we do not need to calculate, simply we spend the money that is in our pocket then let those who take our money. And they will tell the amount and return our money honestly.

Unique experience is felt when riding an escalator (staircase ride otomomtis) those who live on the stairs are in the left position, while the right side is left empty. This is done so that people who can rush to use the left side. It's so amazing!

In Indonesia it may not be thought of such a small thing but it is very effective and useful,

Culture queuing in Japan like us is a robot, yes robot really. Very neat and orderly. No one is upset, annoyed with the queue as if everything was orderly as it should be.

Dijatang very much food that can be through automatic machines such as beverages, subway tickets, storage bags at the station and other things. Therefore, queuing up with an orderly culture inherent in Japanese society.

Company visit

Topic 1

Managing waste that faced by most government of the city / regency Indonesia

The management of Japanese garbage is noticed even the trash can is very rare there because its myth is the mystery that comes out of the garbage bin is a ghost.

But Japan garbage management is very good. How not, the processed waste can be empowered into several tools or asphalt.

The way of waste management is very good through one of the buildings distributed waste by garbage cars that are in each region. After that the garbage is dumped and burned to ashes, the ash can be used as bitumen. While the heat released from the combustion can be electricity.

Very well systemized in waste management. Even the trash is not in the street around Japan. All free of garbage. Hopefully Indonesia can imitate Japan from the positive side.

Starting from the selection of waste, which can be processed and not, how the waste management and even the garbage car also looks very clean. But all return to good human and cultural resources. So that the procedures and ethics of waste disposal can be managed properly.

If you see Indonesia, starting from the garbage disposal is not orderly, sometimes the river becomes a solution to dispose of waste.

The Japanese government and the Indonesian government are very much different. Although today Japan is a reference from various fields for a better Indonesia.