

1. Marketing Analysis

Tsukiji Fish Traditional Market on Japan with 7 P (Price, Place, Promotion, People, Process, Product



and Physical Environment) are marketing strategy.

This is about what I fill of Japan exactly in Tsukiji Fish Market, how people in this market use 7P for their product to sale, like *price* in Tsukiji market overall price is same nothing merchant seller with up price or low price. And this is Japan what they sale is suitable with the product. *Place* of Tsukiji market is center of the Tokyo city and very easy to tourism to go there and so many access to go to Tsukiji Fish Market. What the merchant sale is look like interesting. *Promotion*, what promotion that I look in Tsukiji market is so unique they use attribute that make our interesting and body language that they use is so kind, it make our pleasant to shopping. *People*, in every interaction people is important thing although Japan is modern and robotic but in this market people is important think in every process people is center work, service that they give for us is so kind and they are care about halal food than is make our so pleasant to buy in Tsukiji Fish Market, Japan. *Process*, something important in fish sales activity is a process and merchant in Tsukiji market is so

A glance that make me surprise about traditional market fish in Japan. Tsukiji Market (築地市場, Tsukiji Shijō) is a large wholesale market for fish, fruits and vegetables in central Tokyo. It is the most famous of over ten wholesale markets that handle the distribution of food and flowers in Tokyo. Tsukiji Market is best known as one of the

professional, fish is very deliciously at fresh and if the people wrong to manage the process it will be disappointed, and what I saw in this market so wonderful, every process is fast and clean. *Product*, Japan is very appreciated with their language so every product is in Japanese language and it make our difficult to understand it, but merchant always explain to us about their product and packaging and what side in is same no liar in what they are sales. *Physical environment*. From this section government is capitalize, because need a big power to make a traditional market that can be international level, structuring at Tsukiji Market is very good looking this just not about market but this place to play, and what the important is no rubbish in this market no pickpocket and that make me love the traditional market in Japan. I hope can make traditional market in my country Indonesia more better from Tsukiji market in the future, Change is something difficult but every



possibility proper to try and we must brave.

world's largest fish markets, handling over 2,000 tons of marine products per day.

- + Outer Market: varies by shop, typically 5:00 to 14:00
- + wholesale Area: open to visitors after 10:00am

- ✚ Tuna Auction: open to visitors from 5:25am to 6:15am (restricted to 120 visitors/day) A few more general rules for visiting Tsukiji Market.

Since Tsukiji Market is a site where serious business is conducted, it is important for visitors not to interfere with the action by adhering to the following additional rules:

- ✚ Do not enter areas restricted to authorized personnel!
- ✚ Do not obstruct traffic!
- ✚ Do not bring large bags or suitcases into the market!
- ✚ Do not enter the market in high heeled shoes or sandals!
- ✚ Do not bring small children or pets!
- ✚ Do not smoke in the market!
- ✚ Do not touch anything!

So Japan is a country that many rules in every where and every people in there is so discipline. This traditional market but orderly sober.

Tsukiji Market consists of an inner market where most of the wholesale business and the famous tuna auctions are taking place, and an outer market whose retail shops and restaurants cater to the public. A few restaurants are also found in the inner market.

Visiting the tuna auction

The number of visitors to the tuna auction is limited to 120 per day, the maximum number which the market's infrastructure can accommodate. Tourists, who wish to see the auction, have to apply at the Osakana Fukyu Center (Fish Information Center) at the Kachidoki Gate, starting from 5:00am (or earlier on busy days) on a first-come, first-serve basis. A first group of 60 visitors will be admitted to the auction between 5:25 and 5:50, while a second group of 60 visitors will be admitted between 5:50 and 6:15.

Visitors usually start lining up hours before 5am, and the maximum number is likely to be exceeded, in which case later arriving visitors will not be able to see the auction. Successful applicants will be able to view the auction from a designated visitor area. It is not allowed to view the auction from anywhere else or to use flash photography or to interfere with the business action in any other way.

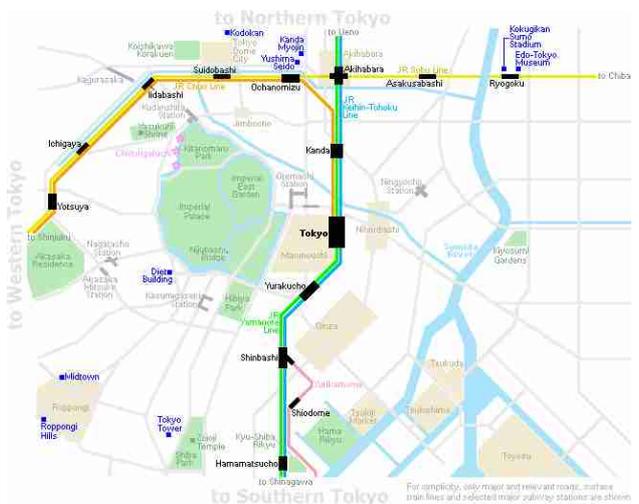
Acces



Tsukiji Market is just above Tsukiji Shijo Station on the Oedo Subway Line. Alternatively, it can be reached in a five minute walk from Tsukiji Station on the Hibiya Subway Line. The closest JR station is Shimbashi, from where you can walk to the market in about 15 minutes.

From Tokyo Station, Take the Marunouchi Subway Line from Tokyo Ginza (3 minutes) and transfer to the Hibiya Subway Line to get to Tsukiji Station (3 minutes). The fare is 170 yen.

From Shinjuku Station, Take the Oedo Subway Line directly from Shinjuku Station to Tsukiji Shijo Station. The one way trip takes 20 minutes and costs 270 yen.



Finding a good tour guide for Tsukiji Market

While Tsukiji Fish Market is a free attraction and it's perfectly enjoyable to explore on your own, you might be interested in making things a little more fun or informative by going on a tour with an independent guide. There's quite a lot of variety on offer; for example this guide will take you to the fish auction, and there's also this top-rated sushi-making and Tsukiji Market tour. Here's a full list of tours available for Tsukiji Market.

Where to eat sushi at Tsukiji. The short answer is, ANYWHERE!



After all, it's Tsukiji, so it doesn't really matter which eatery you choose—everything is going to be super fresh and tasty. There are plenty of choices in the outer market too. We often see tourists lining up for 2-3 hours to go to “the best” sushi restaurant (or so their guidebook claims), but unless you're a sushi gourmand on a mission to eat at a specific spot, you'll probably have an equally enjoyable meal wherever you choose to dine.

Bonus fact: The first tuna auctioned each year at Tsukiji market is also the most expensive tuna of

the year, and often reaches an astronomical price. Quite understandable, given the flurry of press attention as a result of paying truly ridiculous amounts for a dead fish.

Interested in learning more about visiting Tokyo on a budget? Get our top Tokyo Cheapo 'hacks' in your inbox—sign up to the mailing list just below this post.

And finally, check out this YouTube video on Tsukiji, featuring our very own Cheapo Greg

Tokyo's famed Tsukiji fish market – the largest in the world - is to move from its central location to the site of a former gas plant after a series of delays over concerns about toxic contamination, the city's governor has confirmed.

The decision by Yuriko Koike comes nearly a year after she halted the move owing to worries about high levels of cancer-causing chemicals in the soil at the newly built facility on a manmade island in Tokyo Bay.

The 80-year-old Tsukiji market, known for its new year tuna auctions, is one of the Japanese capital's biggest tourist attractions as well as an important wholesaler. More than 1,600 tonnes of seafood worth about 1.6bn yen (£11.3m) pass through the market every day.

Last Tsukiji in this place. This time it won't be a natural disaster that ends it, but manmade reasons. The market will shut down ahead of the 2020 Tokyo Summer Olympics to free up its prime real estate, and in November the bulk of Tsukiji's operations will relocate to the nearby Toyosu neighbourhood. It's a controversial choice: the new site once housed a gas plant, and the surrounding soil and water shows high levels of chemical contamination. That said, the new facilities will be twice as large, more sanitary, and have more parking for trucks and direct access to an expressway.

Wherever it ends up, there's no doubt that Tsukiji, or something like it will continue to be an integral part of life in Tokyo. So I hope i can go to japan again to see new looking of Stukiji Fish Market.

2. Cultural Analysis

Asakusa (浅草) is the center of Tokyo's shitamachi (literally "low city"), one of Tokyo's districts, where an atmosphere of the Tokyo of past decades survives. Asakusa's main attraction is Sensoji, a very popular Buddhist temple, built in the 7th century. The temple is approached via the Nakamise, a shopping street that has been providing temple visitors with a variety of traditional, local snacks and tourist souvenirs for centuries.. Asakusa can easily be explored on foot. Alternatively, you can consider a guided tour on a rickshaw (jinrikisha, literally "man powered vehicle"). A 30 minute tour for two persons costs around 9000 yen. Shorter and longer courses are also available.



Dempoin Dori (Dempoin Street)

For many centuries, Asakusa used to be Tokyo's leading entertainment district. During the Edo Period (1603-1867), when the district was still

located outside the city limits, Asakusa was the site of kabuki theaters and a large red light district. In the late 1800s and early 1900s, modern types of entertainment, including movie theaters, set foot in Asakusa. However, large parts of Asakusa were destroyed in the air raids of World War Two. And while the area around the rebuilt Sensoji has regained its former popularity after the war, the same cannot be said for Asakusa's entertainment district. The opening of the 634 meter tall Tokyo Skytree, a twenty minute walk across the Sumida River from Asakusa, has led to an increase of tourists recently.



Temples and Shrine

Kaminarimon (Kaminari Gate)

Hours: Always open

Admission: Free



Kaminarimon is the first of two large entrance gates leading to Sensoji Temple. First built more than 1000 years ago, it is the symbol of Asakusa. The Nakamise shopping street leads from Kaminarimon to the temple grounds.



Sensoji Temple

Hours: 6:00 to 17:00 (from 6:30 October to March)

Admission: Free

Sensoji ("Senso" is an alternative reading for Asakusa and "ji" means temple) is Tokyo's most famous and popular temple. Built in the 7th century, it is also one of its oldest, although the current buildings are postwar reconstructions.

Asakusa Shrine

Hours: Always open

Admission: Free

Asakusa Shrine, also known as Sanja-sama, was built during the Edo Period and survived the air raids of 1945. The shrine's festival, the Sanja Matsuri, is one of Tokyo's most spectacular and popular. It is held every year on a weekend (Friday to Sunday) in mid May

Demopin is a temple just next to Sensoji, known for its beautiful garden. Unfortunately, the temple and garden are not open to the public. Visiting the garden by appointment, as it used to be possible, cannot be done anymore, either.

Shopping



Nakamise Shopping Street

Hours depend on the individual shops; typically daily from 9:00 to 19:00

The Nakamise shopping street stretches over approximately 250 meters from Kaminarimon to the main grounds of Sensoji Temple. It is lined by more than 50 shops, which offer local specialties and the usual array of tourist souvenirs.



Shin-Nakamise Shopping Street

Hours depend on the individual shops; typically daily from 10:00 to 20:00.

Shin-Nakamise or "New Nakamise" runs perpendicular to the Nakamise Shopping Street. It is a covered shopping arcade lined by various shops and restaurants.



Kappabashi Shopping Street

Hours: Most shops open from 9:00 to 17:00
Closed: Many shops are closed on Sundays and national holidays

Kappabashi is an almost one kilometer long street lined by shops catering to restaurant businesses. Items on sale include tableware, kitchen utensils and appliances, sample food, furniture, signs, lanterns and uniforms.



Marugoto Nippon

Hours: 10:00 to 20:00 (3rd floor until 21:00)
Restaurant floor: 11:00 to 23:00

Marugoto Nippon is a large four-story building that features made-in-Japan products from all across the country. Food products from the different prefectures can be found on the first floor while lifestyle goods can be found on the second.

The third floor is an event space, and restaurants are found on the fourth floor. There is also a hotel above the shopping floors.



Rox Department Store

Shops: Daily 10:30 to 21:00 (supermarket is open 24 hours)
Restaurants: Daily 11:00 to 22:00

Rox is a shopping and entertainment complex consisting of a main building (Rox) and three annex buildings (Rox2G, Rox3 and Rox Dome). Many shops sell fashion for ladies and kids. There is a 24h supermarket in the basement.

prefectures north of Tokyo, including trains to Nikko. The station building also houses a Matsuya department store that spans eight floors.

3. Company Visit

Clean Authority of Tokyo, (Shin-Koto Incineration Plant).

Tokyo has experienced all kinds of environmental problems including air/water/odor pollution, massive outbreaks of noxious insects and generation of harmful gases. The capital has also experienced conflict among residents over plans to build incineration plants. At present, however, residents living in houses adjacent to incineration plants don't face any health hazards from the facilities. The Tokyo's 23-city classifies general waste into four categories of combustible waste, non-combustible waste, large-sized waste and recyclable waste. Combustible waste is incinerated at incineration plants, which can recover energy in the form of heat or electricity. Non-combustible waste is crushed into pieces and then burned or buried after iron, aluminum and other recyclable materials have been recovered. Large-sized waste is crushed at special plants and then burned or

buried. Paper, metals and plastic bottles are recycled.



Class before go to the cleaning process education.



Room control

In Japan, waste is classified into two basic categories under the law – industrial waste and general waste. Industrial waste is further divided into 19 subcategories including cinder, sludge and

waste oil, with businesses being required to properly dispose of all the industrial waste they produce. Disposal of general waste is the responsibility of municipal governments.

Proper waste disposal requires separating waste according to different disposal methods. Sorting by waste emitters themselves is the most efficient approach to waste separation. But crucial to this approach is earning cooperation from individuals and businesses that emit waste.

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Since 1997, all combustible waste from Tokyo has been incinerated. Since it is impossible to secure land for new landfills in Tokyo, incineration and recycling is the capital's basic approach to waste management.

The ability to secure sufficient waste incineration capacity according to carefully-designed, urban planning policy strategies is vital. This process involves forecasting the volume of waste, clarifying medium- and long-term waste management policy principles and determining specific methods for separating, collecting and disposing waste. At the same time, it is crucial to develop medium- and long-term plans to build waste incineration facilities that include financing approaches and winning the cooperation of businesses and citizens through well-planned environmental awareness campaigns and public relations efforts.

Tokyo has 23 waste incineration plants, 12 of which are located along loop highways running around the capital in line with its urban planning policy. In developing plans to build waste incineration plants, the local government places its priority on sustainability and ensuring environmental-friendliness, operational flexibility and long-term economic viability of the facilities. The local government also needs to build consensus among local residents and communities regarding the plan and select an operational partner that can guarantee stable and reliable operations.

The Hikarigaoka waste incineration plant was built in 1983 within a housing complex of some 30,000 residents. The plant meets the community's air-conditioning energy needs. A lotus-flower themed design was adopted for the Minato garbage processing plant, built in 1999, for scenic preservation. Both plants were built in partnership with Mitsubishi Heavy Industries Group.



Process of the burn of wast.