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**Japan Market Checklist, February 2024**

Please answer the following as best as possible and return to [lyle.h.fujikawa@hawaii.gov](mailto:lyle.h.fujikawa@hawaii.gov).

1. Why Japan, why now?

* Is your product the most popular in Hawaiʻi, or best-selling in category?
* Does your brand have state-wide awareness and popularity?

1. Why do you believe your products will sell to Japanese consumers?

* What concrete data or observations have you gathered?
* How much in sales have you made to Japanese consumers?
* How often have you made these sales?
* What kinds of products are you selling, and what are the benefits and features?

1. How committed is the business?

* What research or validation have you conducted?
  + online research;
  + actual sales to Japanese consumers;
  + recent Japan visit for market research, trade show, other business?

1. Do you have a basic export plan targeting Japan that outline:

* sales and marketing objectives;
* exporting actions;
* timeline to achieve goals;
* budget;
* success metrics?

1. Do you have dedicated company resources, meaning team member(s) and budget?

* Are you able to communicate in Japanese, business or native level?

1. Have you defined your target audience?

* Do you know your segmented target audience (demographics)?
* Do you understand their attitudes and behaviors (needs and wants, purchasing habits)?

1. What products are you selling?

* What unique benefits do you offer to your target Japanese consumers?

1. Can you develop and sell products to satisfy the needs and wants of Japanese consumers, at the right price point, but still make a profit?
2. Do you have a Japanese importer to help gain import approval and import products into Japan?

* One importing company of record who can communicate well in English and support their goals and strategy;
* Food, alcoholic beverage, and skincare products require several other detailed checks;
* NOTE: Importers are usually not responsible for distribution (you would seek out other business partners), marketing (as the brand owner you would be responsible for budget, strategy and actions).

1. What is your desired distribution channel? Do you understand the available opportunities?

* DBEDT-sponsored Consumer/Retail
  + Hankyu Hawaiʻi Fair
  + Hankyu Hawaiʻi Life online shopping and external fairs
  + Makuake pre-sales E-Commerce channel
  + Haneda pop-up or permanent store
* DBEDT-sponsored Trade/Wholesale
  + FoodEx Japan
  + Tokyo International Gift Show
* Others