

Our Overseas Trading dept. Summary

Umajirushi Co., Ltd. (Japan)
Overseas Trading Dept.

1. Your company export oversea Hong Kong and Macao mainly. What are the evaluated points in the local market?

⇒ We expand to the overseas market by “differentiation strategy”. The products and services only we can do are highly evaluated. Please refer to the points below;

1. Tailor-made suitable for the local demand. (Accept orders from a piece of white board.)
2. Short lead time& High quality.
3. We do not imitate other company, create our own design products.
4. Various types of products. (We deal with wide range of added value products from stationery to office furniture.)
5. Low MOQ/Accept small scale order.
6. Supply differentiation products and services from competing company.
7. Cooperate local installation.
8. Various types of tools for Public Relations.
9. Delivery (Both sea and air freight are available.)
10. Quick response.

2. There are frequent inquiries from overseas however, what is the reason that your company does not have any contracts with them?

⇒ Because we have no overseas agents and the number of domestic trading company partner is limited. Furthermore, the fact we are manufacturer and do not sell to end-user directly makes difficult to have contracts with them.

Actually, we used to export our chalk and other products to the USA and Spain by FedEx before. Our clients had highly evaluation them however, because of the freight charge and profit issues, we experienced business only once. According to their request, they would like to have business through an agent.

We also have received inquiries from Saudi Arabia, Thailand, Singapore and Peru however, due to the lack of local agents it is difficult to have contract with them.

3. What is the strongest points compare with other company?

⇒ As we mention in the Question 1, we have “differentiation products and services”.(Accept tailor made order from 1 piece of white board, added value and services,

manufacturing technology, Cooperate local installation).As you know, Japanese products are not affordable in the international market and to keep the competition alive, we have to provide products and services which are not able to be imitated by other company.

Based on the previous mass-production marketing system, customer purchases ready-made products in physical stores or on the internet. (To tell the truth, it is easy for customer to search the same products as physical store on the internet store, so that it causes price competition easily among the stores.)

Since smart phone and SNS generation user have been increasing, communication opportunities have been decreasing. Although they value their individuality, it is difficult for them to find the products that keep responding their diversified demand. In trading business, MOQ is one of the issues and it also makes difficult to answer customers' individual demand.

We do not have price competition as major company "mass production" however, we do our best for the customers' individual demand and create added value products to survive as small medium-sized company. Our tailor-made products are not involved price competition and it is able to differentiate from competing company. These facts expect settled customers' attention.

We would like to have good business partnership with your company near the future. If you have any question and concerns, please feel free to contact us.

Besides, we export not only completed products but also whiteboard steel sheets, black board steel sheets and bulletin board sheets. (We have ODA project experience).If we have an opportunity to make an appointment, we would be glad to introduce products details and make suggestions for your company. We look forward to hearing from you soon.

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