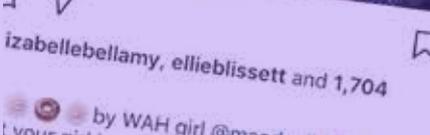
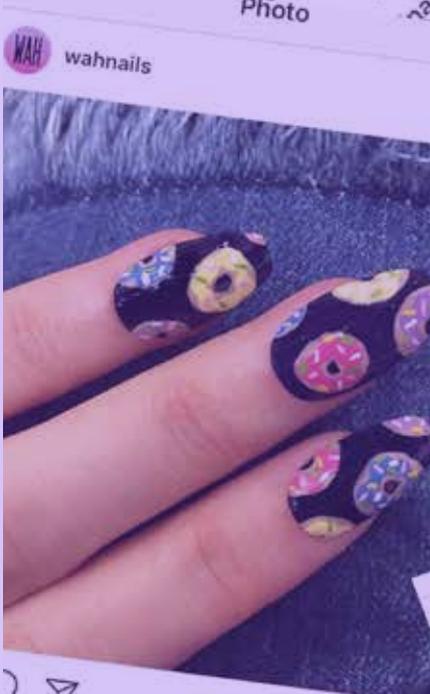
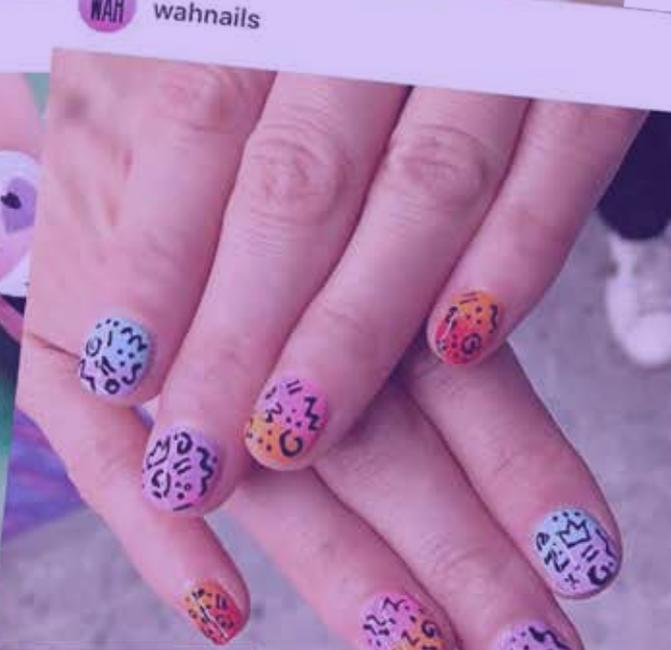




ALICE CHANDLER
INTERNATIONAL RETAILING
WAH NAILS X TOKYO
3192 WORDS/15109420/ FAS5034





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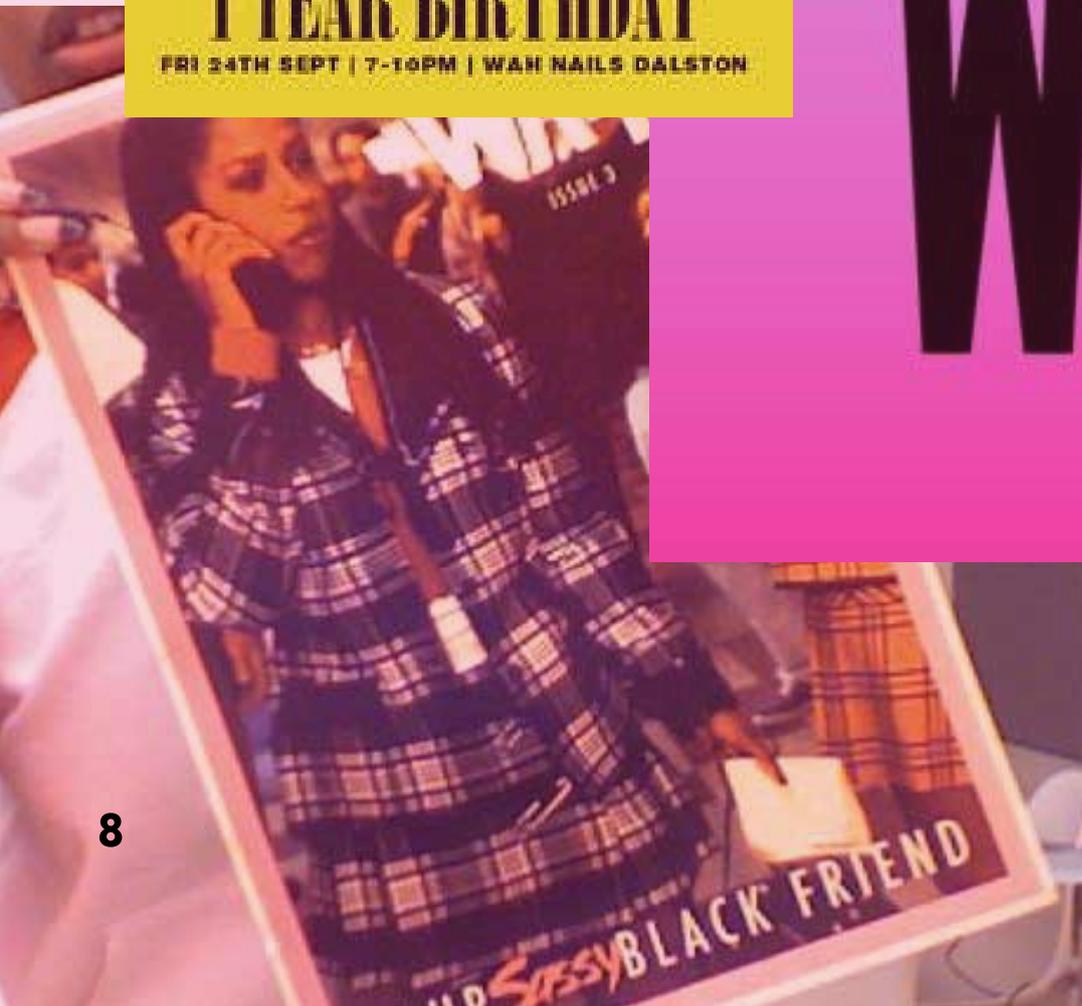
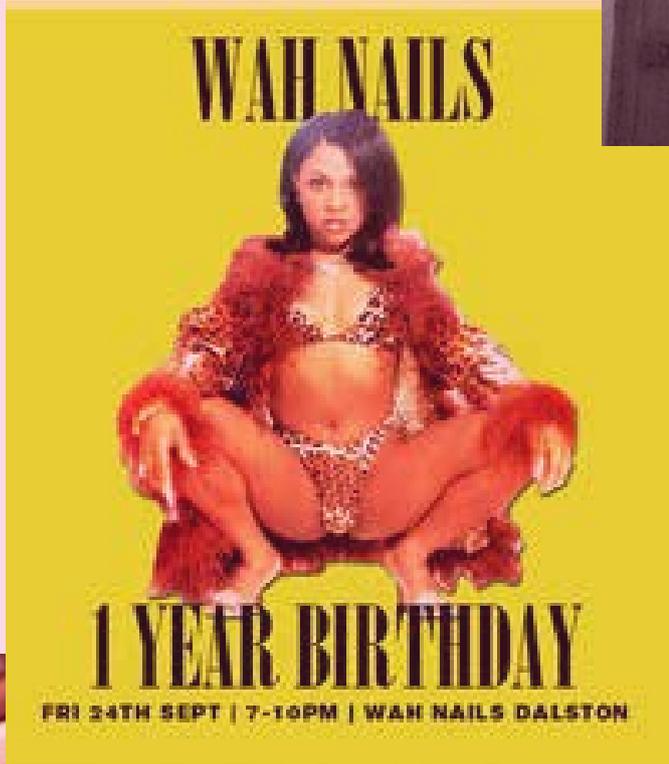
WAHL LONDON
NAILS
6.5ml e

WAHL LONDON
NAILS
6.5ml e
0.21 US FL. OZ.

executive summary

The nail industry is currently worth £153million, with the average British woman spending on around £450 on their nails a year. WAH are now the leading salon in London for nail art and changing the way people go to salons. With the help of owner Sharmadean, her millennial voice and innovative ideas, nail salons will never be the same again. Since opening her store in Soho, London, customers can now have futuristic virtual reality experience. To make WAH stronger and kick start world domination, the next step is to launch WAH Tokyo, with Japan being the worlds largest share in the world for electronics and technology, WAH is garunteed to keep stepping up the game of salon technology when they internationalise to Japan with it being so advanced. The marketing strategy put in place will create huge brand awareness, encourage women of Japan to stand up and make a change; Japan is currently 111th in the world economic forum gender equality rankings and WAH is aiming to make it better and have more girl power accross Japan. Women will have a place to escape and bring profitable growth to WAH making it even greater against their competitors being in the technology hub of the world, things will only get better and more of an experience within their salons.





about WAH

We Ain't Hoes. True Story, nuff said.

Wah have immersed from a fanzine in 2006, stand alone service in Dalston, 2009 and 8 years later Sharmadean Reid (see appendix 1) is the infamous creator of one of the most unique nail salons in London, combining technology, street style, art and fashion, she has created an escape and changed the way manicurists work and customers experience. Later creating her own brand, WAH London selling everything someone will need to make the perfect nails at home.

Now there are dominating Soho!





nail industry

The Colour Cosmetics industry in 2016 made 1.6 Billion to the UK and nails is worth 284 million of that which shows the nail industry is a huge part of the cosmetic industry. (“WAHTALK”) The sales of nail varnish have shot up by almost seven percent this year as the average amount of bottles sold a week is around a million. There is a rise of people getting more of an identity of themselves as nail art is a form of self expression. The average British woman now spends an average of £450 a year on their nails, according to Mintel, it is predicted that the sales will rise up to 2020 making a sale forecast to £1.5 billion. (“The Nail Care Market: Trends & Innovations In 2016”)



WAH soho

the salon of dreams

Wah Nails started off in a small salon in Dalson, along side Bleach London, see appendix2, then as concession in Topshop, now closing the two salons down, Sharmadean then opened her salon of dreams in Soho to make the best nail salon possible. The Soho salon is set over two floors and is a sea of everything a nail obsessive needs! Including their own nail polish and tools, see appendix3 What makes the salon unique is the amazing digital VR headsets. Customers can put them on before their appointment and preview their nails in front of them in virtual reality, to make sure what they want is perfect.

The Salon basement where all the magic happens.
There are 6 manicure desks, 3 pedicure chairs and a cocktail bar.



menu

- MINI MANICURE // FILE, BUFF, POLISH // £15
- CLASSIC MANICURE // + CUTICLE WORK // £25
- LUXE MANICURE // + MASSAGE // £35
- DRY PEDI // FILE, BUFF, POLISH // £20
- CLASSIC PEDI // + CUTICLES + SCRUB // £35
- LUXE PEDI // + MASSAGE // £45
- GEL POLISH // £40
- ACRYLIC FULL SET // £50
- NAIL ART // £30-£70





typical WAH customer

MONA

age 28

works in PR

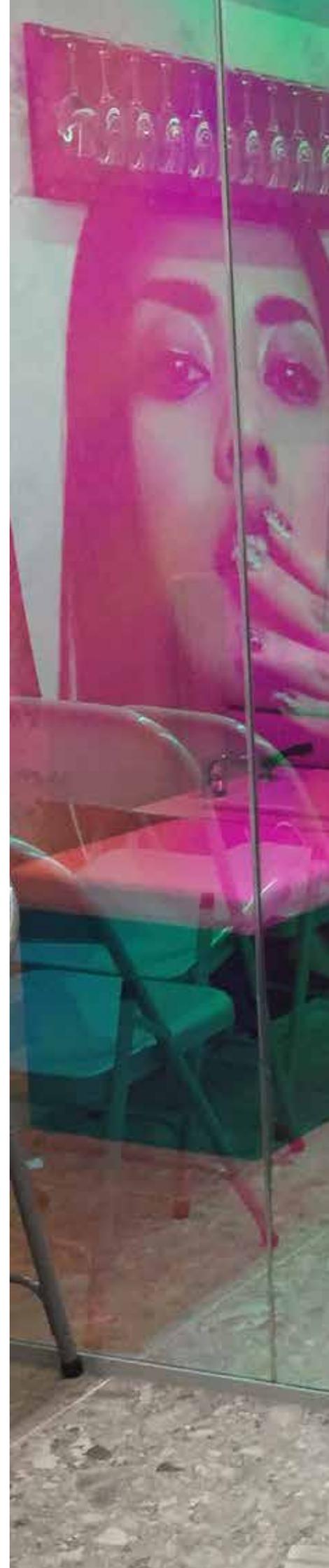
lives in London, Camden

she has quite a bit of disposable income as she lives in a cheaper house so she can treat herself and have more of an aesthetic as she is out of the house most of the time anyway. She has also lived in London all her life so she knows her budget her money where necessary. She is a true millennial.

In her job she needs to always be looking on point as she meets so many people in a day so having her nails done is essential and is part of her expressing herself. she would generally get her nails done every 2 weeks as it is expensive but it is totally worth it.

Mona goes to WAH because it's more of an experience so she knows the money she is spending is worth it.

favourite nail art is the classic leopard print







current marketing // social media

Each platform helps promote different things for **different customers**

instagram// **424k followers**

INSTAGRAM IS THE LARGEST FOLLOWING

there is on average **3 instagram posts a day**
there is on average **15 instagram stories posted a day**
showing the current customers in store, new products and in general what's going on in the salon

instagram aesthetic

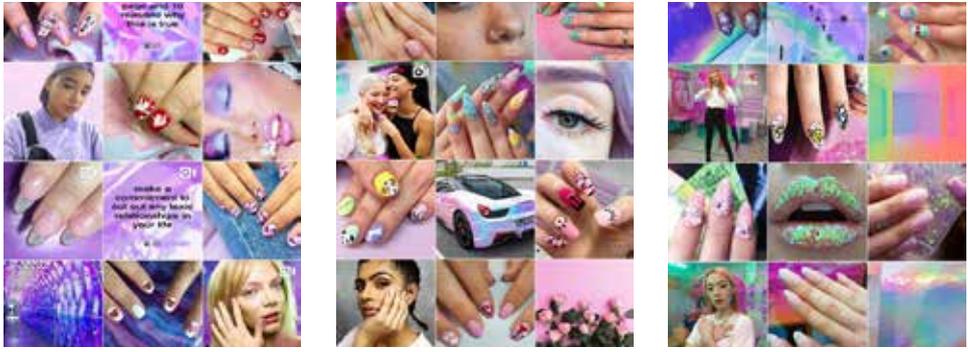
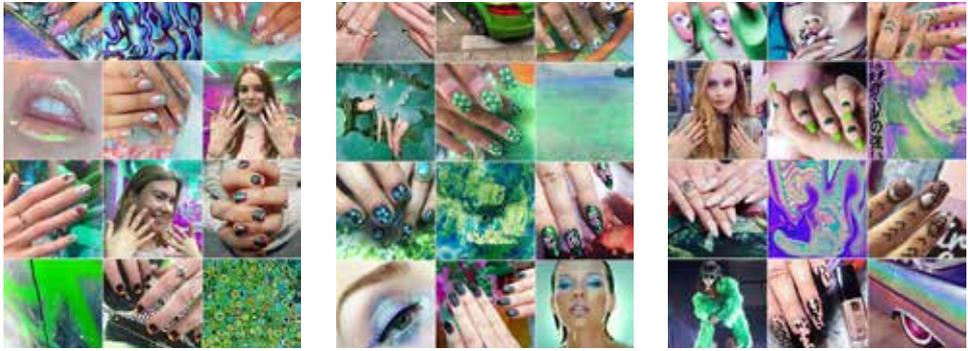
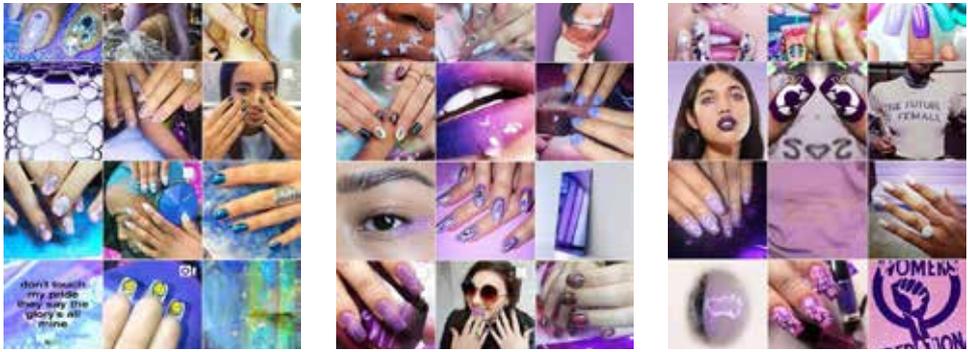
continued colour scheme and will blend into one colour after the other so they have specific colour weeks to make the instagram look aesthetically pleasing to customers and it makes it easier to look for specific colour designs if looking for inspiration

twitter// **1,615 followers**

facebook// **9,707 likes**

Twitter and Facebook are growing at a really great pace Facebook for example has an older, more professional audience, so gel promotions are more successful than on Instagram.

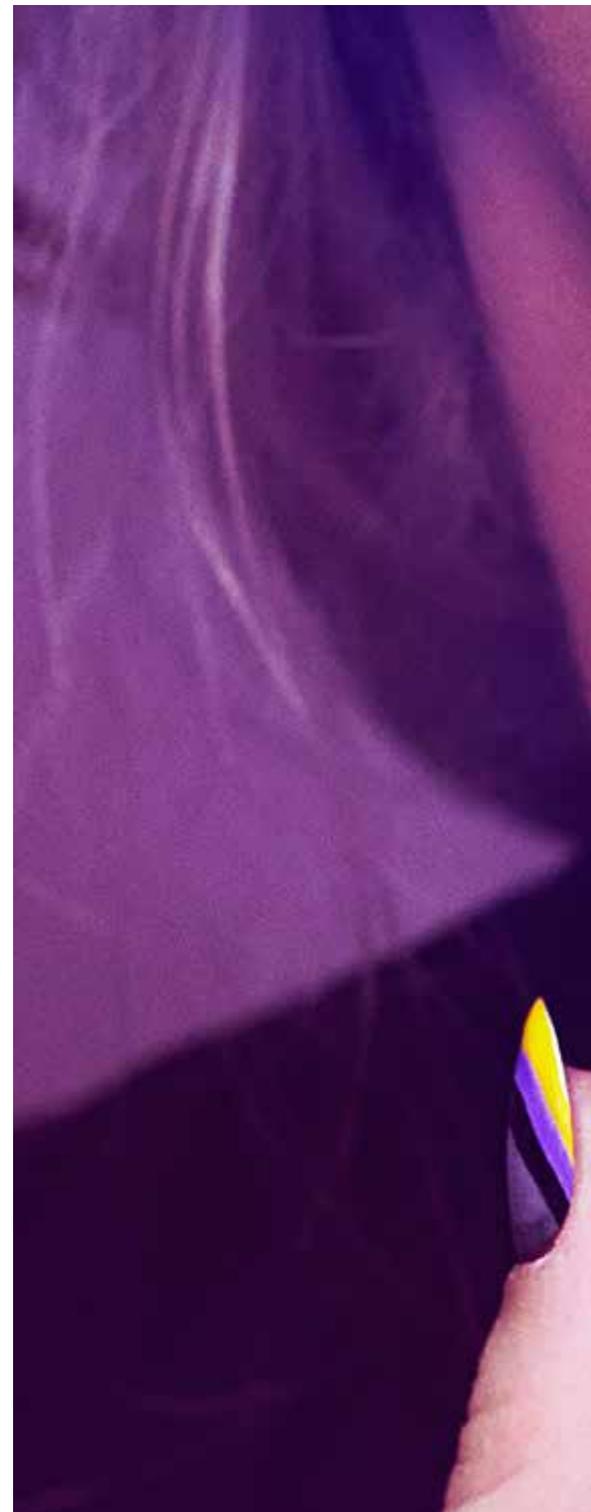
WAH promote themselves in many different ways mostly over social media as this is their targeted demographic platform. Customer relationship management is also very important to them (see appendix4) as they want to make the salon experience the best possible. With WAH being so unique people can always tell when people have visited so have instant gratification and something physical to go home with, (see appendix5 for the 7p's of marketing)



market position//competitors

London

Following appendix6 showing the competitors across London, it shows that WAH are the market leaders with the high social media followings and having the benefits of their own nail polish brand, a smaller brand with a lower pricepoint could highly beat them in the market, although they would not have the larger social following and the ability to have the VR headsets which puts WAH on the map and the leader in the market position, see appendix7 showing their competitive edge. Although many competitors do have more than one salon in London which could put them at an advantage, WAH overall has the stronger salon, employees and instore escapism which millennial consumers thrive upon







**innovation for VR,
invention for the new market**



internal analysis

The environment in which WAH started, Dalston in 2009 was very much an up and coming area, flooding with start up independent businesses. This was good for WAH as the businesses all supported each other as many were on Kingsland Road, so supported each business. As WAH grew and moved to Soho there are now many different customers as Soho holds a variety of shops, being there means there is a lot more footfall as it is a busy area and different types of customers come in. Many of the old customers will commute to get to the new store too as it is the only salon like it in London. As Sharmadean supported many businesses as she grew, she now has many different contacts and a high reputation from the growth of WAH especially on their instagram which has over 400k followers which now means they have celebrities like Rita Ora pop into store which is making them top of the market for nail salons in London.

The new Soho salon holds a lot of technological advances such as the many tv screens, vr and electronic booking system, therefore if internet was down, it would be a slight issue as all the additions which makes the salon so great wouldnt work, although the process of doing the manicure/pedicure would be ok as it is only the nail technician who would be needed.

WAH are lucky as currently nail art is very much on trend in the current market so they have many people at interest with what they do. As their handmade designs are intricate and specific to do, it is not hard for people to learn how to do it themselves especially because WAH have created their own range of polish and nail pens so people can use the same tools they do, which would make their talent not as useful, also other nail salons can learn the talent as it is increasingly popular for people to have nail art. This puts a strain on WAH as some customers may feel they do not need get their nails done professionally, but as WAH's salon gives customer so much escapism and an experience, they would be more willing to spend money there

Having additions such as futuregirlcorp which is an evening where girls come together to talk about specific subjects is great as Sharmadean has been hosting them since before WAH opened. This brings the customer and staff of WAH more together and transparency through the brand. The typical WAH customer would love these talks and the way WAH works as they are Millenials and highly infulenced by current affairs and would happily spend money on something of good quality than anything else.



A photograph of two nail art products: a yellow pen and a clear bottle, both labeled 'NAIL ART PEN' and 'NAILS' respectively. The products are set against a purple background with a white text overlay.

analysis of threats and opportunities

Reviewing the swot analysis in appendix 8 it is proven that the salon is revolutionary and has many advantages including making the best customer experience possible. The only downside to this is that it is a very expensive experience, although with millennials they would rather spend money on an experience than on products which is ideal for their target audience being millennials. The VR in the salon is a huge innovation for nail salons across the world which makes the opportunities greater for them in the future to lead the revolutionary nail salons so it gives them great opportunities for the future. Looking into latest trends and catwalks nail art trend is on an all time high which is amazing for WAH although it brings them under great threat if another competitor hits the high street and possibly offers the same service for cheaper or a more improved version. In the future if the trend dies out it would result in less customers into the store and the possibility of the store coming to an end if there is less interest.





external analysis

The environment in which the shop will be situated is Shibuya a popular colourful district which young adults love, similar to Dalston. Looking into the locations of competitors in Japan, having the salon in Shibuya works well (see appendix9) WAH are lucky as nail art is currently a big trend and there is a lot of opportunity on the market to make it bigger and it will be inevitable that there will be customers. Also in the forecasted customer in Japan (see appendix10) there will definitely be customers in Japan as it is the type of thing they will spend their money on. As this is a macro trend, it is hard to tell how much time is left with this trend, although it has been around for a long time, there has been a forecast made by kline a market study group who have predicted nail art will rise in the rest of the world from europe by 2020 (see appendix11) therefore this will be positive for WAH internationalising to Japan as it is forecasted that the trend will definitely be around.

The Japanese are one of the most dedicated countries to their work they follow Bushido and Ganbari (see appendix12) the way in which they work is very different to westernised countries as they devote themselves to work. The average working day is 12-14 hours, not including social drinks afterwards, it is not socially acceptable to leave before your manager does and one is expected to arrive atleast 45 minutes before their shift starts to show punctuality. Japan are know to have the best customer service in the world as they will always find something to do and it shows dedication to their work place. Some Japanese people would rather comit suicide than quit their job. As WAH is huge on making the salon the best it can possibly be for the customer and the employees, this is ideal for the people of japan as there is garunteed that employees will stay and the customer service will be superior, which is the ethics of WAH.

The average household net adjusted disposable income in Japan per capita is USD 29 016 a year As the Japanese are very invested in their work which means they get paid more money so their standard of living is very high which makes their well-being also extremely high. Higher economic wealth will improve access to quality education, health care and housing.

As it is illegal to ship nail polish by air, all stock will have to be mailed by ship in the first few months and a manufacturer in Tokyo has been found to create their Japanese stock (see appendix13) This is hard as it is out of the hands of WAH as there is no way around the law.

The most common designs for the Japanese are flowers, anime, lettering and 3D pieces (see appendix15). WAH would not need to change the way they do their nails and salon too much to suit the customer as they have the ability to such diverse nails. see appendix16 that shows any changed needed to be made for the salon to be a succes

The government stucture in Japan is similar to western cultures, although Japanese residents rely on the government to make the correct decisions. This is good for when WAH come to Japan as there is no drastic political differences which makes Japan a safe country to be in. The employment oppotunity law came into effects in 1986 in Japan which made women have equal rights to men in employment issues (see appedix17 to further explain macro issues). WAH is all about girl power which should change the attitude in millenial women and increase the awareness of women empowerment and hopefully raise the percentage of women working as most Japanese families, the housework falls on women. The government's National Survey on Family revealed that almost half (46%) of husbands do less than 10% of housework even if their wives work full time. ("Japanese Women At A Crossroads - BBC News") As Japan is the largest share in the world market in electronics, science and technology it is inevitable that the avaliability of VR is easy. A VR arcade was even made last year in the Shibuya area, therefore the salon should not have any technological problems as Japan is so advanced, see bottom of appendix18





**WAH
X
TOKYO**



WAH

X

TOKYO





why Tokyo

WAH have been such a success in the UK that it would be great to internationalise as it will raise brand awareness, will make WAH look like a stronger company as it will no longer just be in one country. WAH also want to be the most up to date as possible to give the best customer service and to suit their demographic, therefore Tokyo would be the best country for this as they are one of the most technological countries in the world so WAH would be able to grab the best technology for the salon. See appendix 24, a graph comparing and contrasting between Japan and UK incomes, job rates and population

Japan has the largest share in the world market in electronics, science and technology. It spends the biggest budget for research in these fields. That accounts for more than \$130 billion USD. see appendix17 for more facts about the Japanese culture and appendix23 showing in a graph how developed Japan is

Japanese millennials are highly influenced by western culture which means WAH should be very appealing to them see appendix10

Japanese aesthetic is very bright and colourful which is what WAH is about

See appendix18 for SWOT of WAH internationalising to Japan

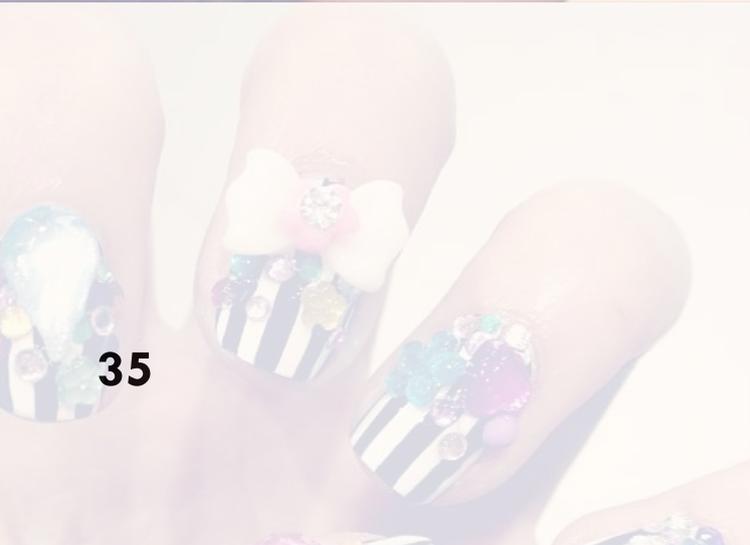


objectives for internationalising

// makes WAH an even stronger brand, more of a competitive edge

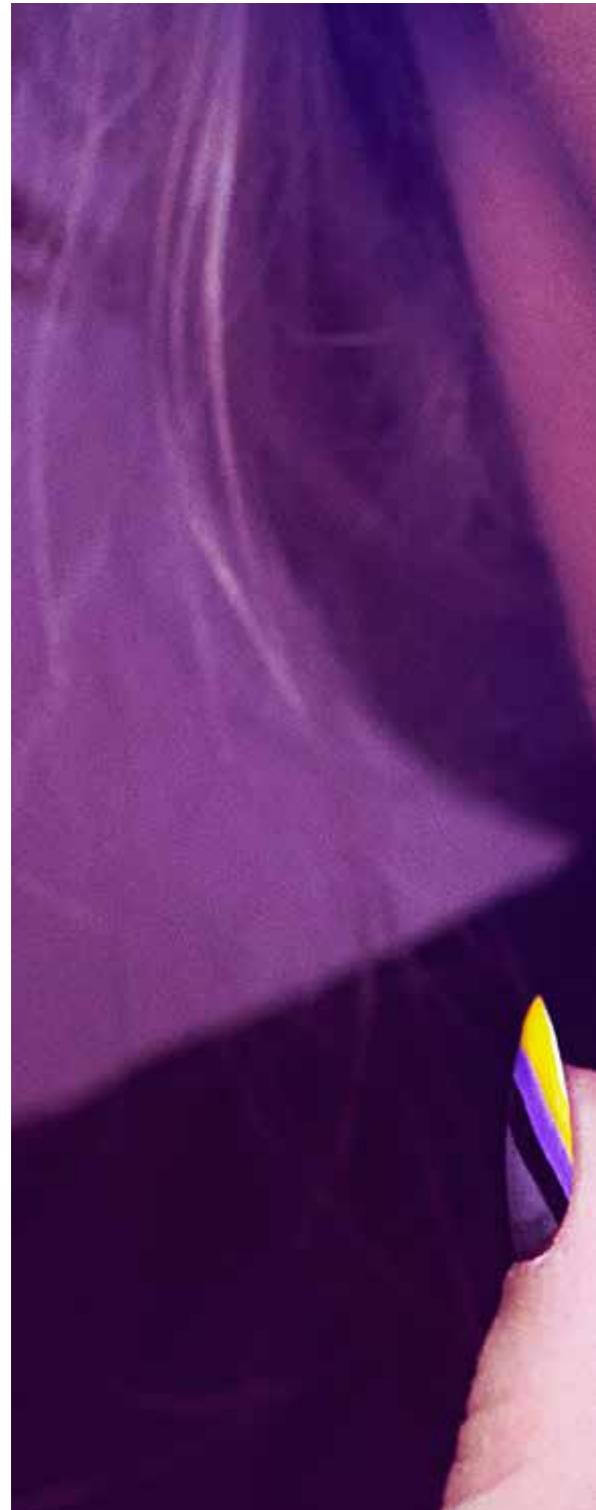
// make more technological innovations for nail salons

// bring Japanese women together and make them feel powerful

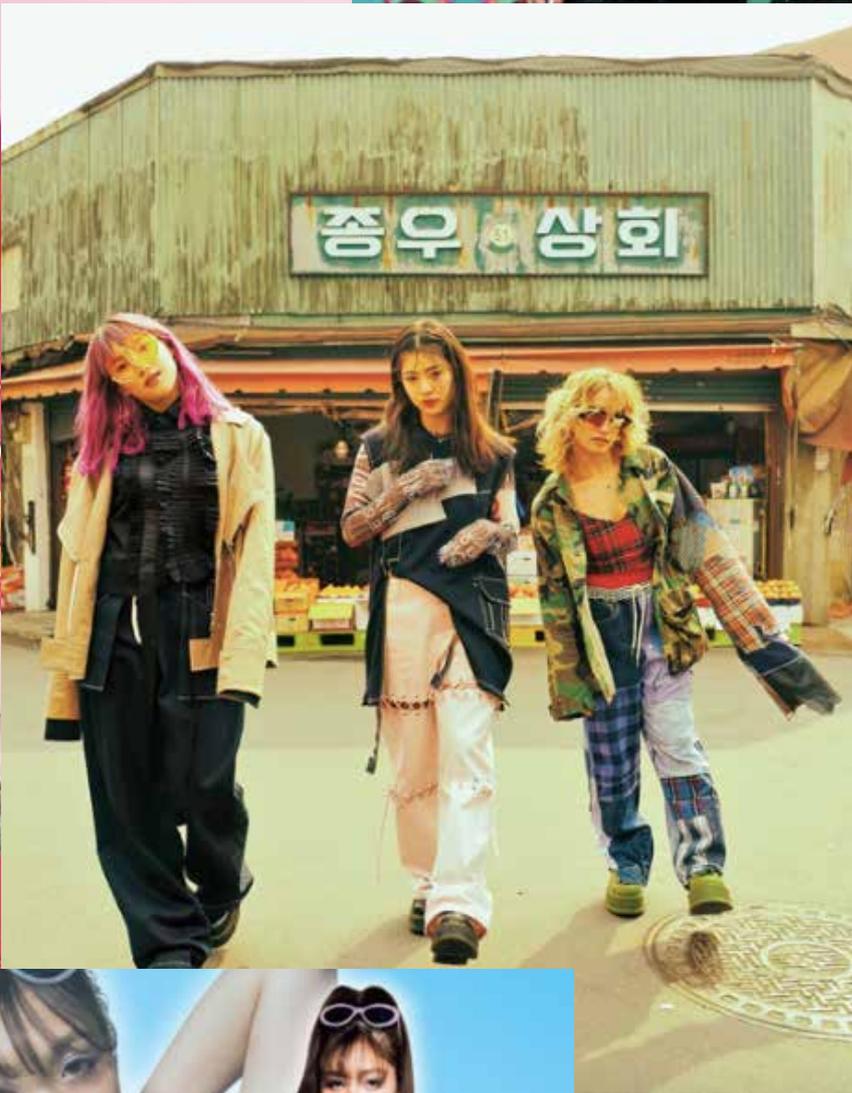


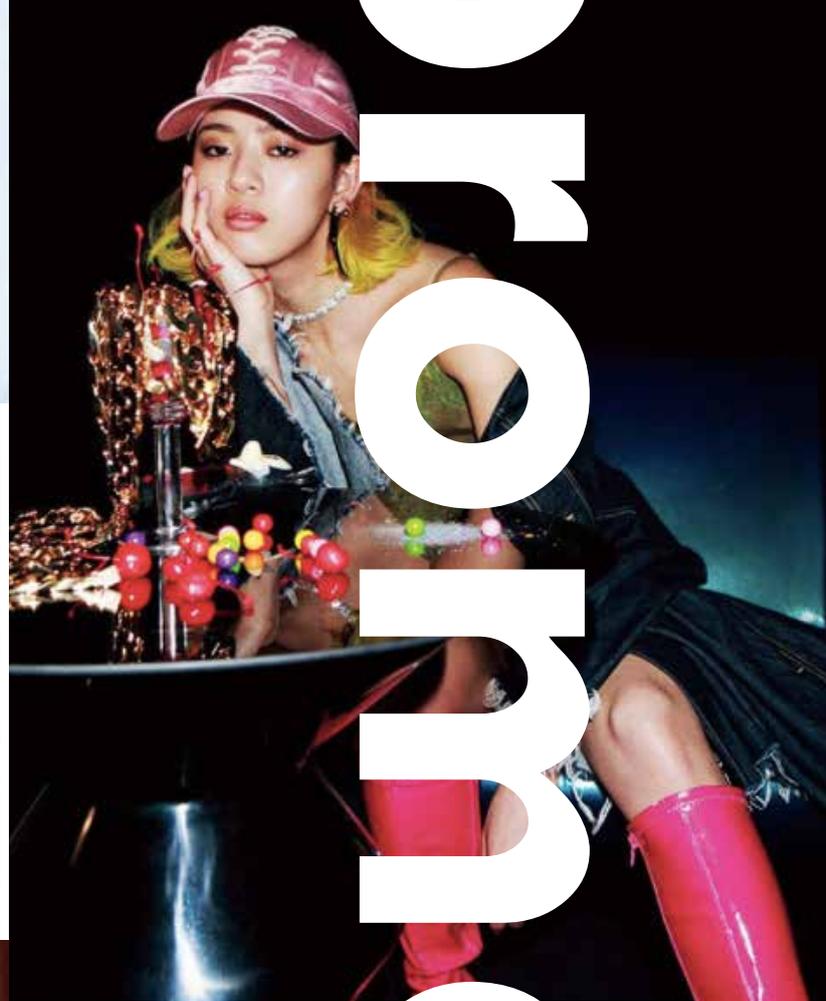
Competitors Tokyo

As the nail care market is on the rise in Japan it is guaranteed that WAH will have some strong competitors, although adapting the salon and with their innovative VR and a nursery it is felt by the researcher that they will be a success and be the leading nail salon in Tokyo, see appendix19 for the competitors in Tokyo









For
3
0

Wah X Tokyo

Thursday 8th March 2018

International Womens Day

WAH has always encouraged female entrepreneurs and now has a small army of female bosses who have helped WAH be what it is today. (“WAHTALK”) Japan is 111th in world economic forum gender equality rankings. “The Global Gender Gap Report 2016, an annual benchmarking exercise by the World Economic Forum (WEF), found that despite Prime Minister Shinzo Abe’s push for women to play a greater role in society, the nation had done little to make more use of its female talent since its ranking at 101st last year.” (“Spotlight On Japan 2017”) Therefore when WAH lands in Tokyo, they hopefully can increase female empowerment across Japan and encourage women to celebrate being strong and powerful. Having the launch date on International Womens day will be ideal as the new Japanese consumer will always have something to look back on that day and they will have more awareness of women empowerment (“WAHTALK”)





wah nails tokyo

8th March

international womens day

Shibuya



In Mid January, posters will start to hit the streets around Tokyo, especially in the Shibuya area, to get the branding of WAH known and people aware of it coming.



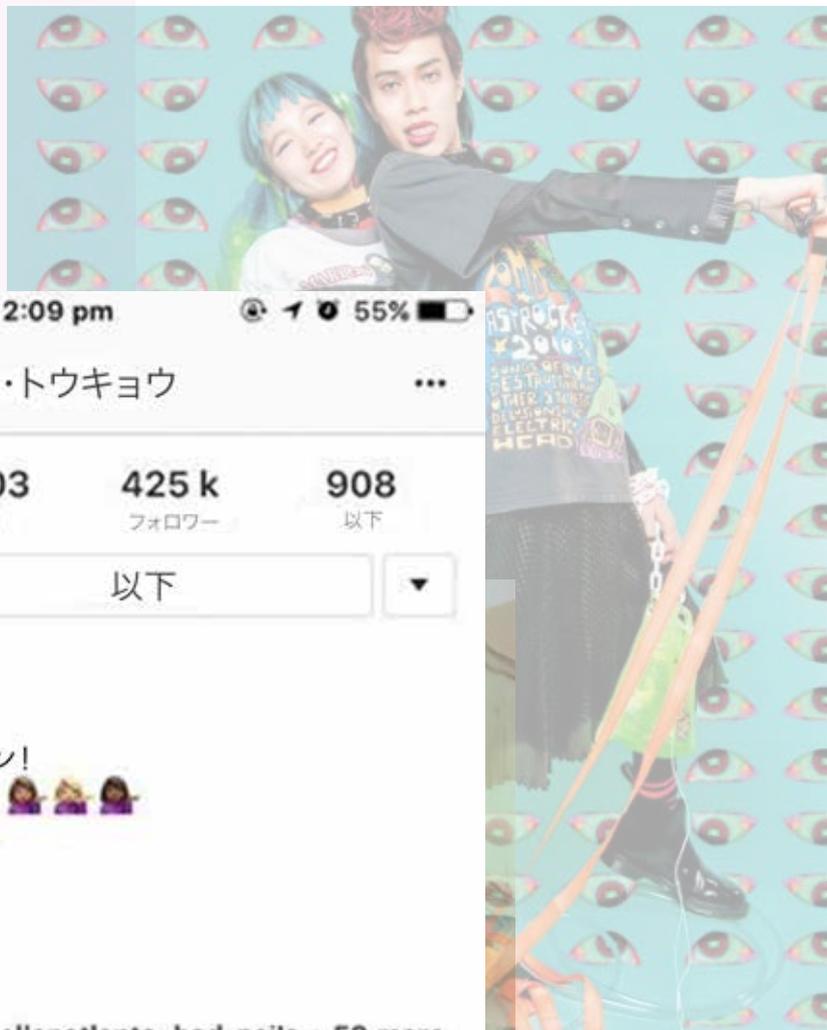
ワウネイル 東京

3月8日

国際婦人デー

渋谷区





2:09 pm 55%

ワイ・トウキョウ

WAH

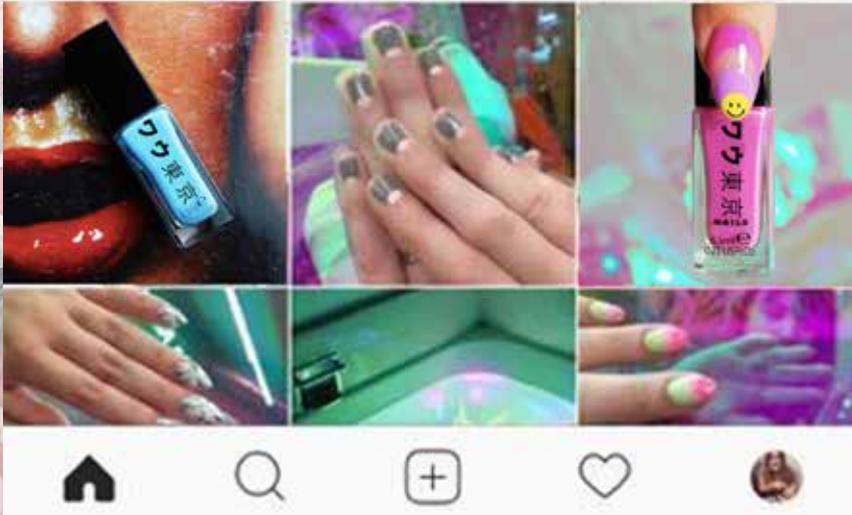
5,403 投稿
425 k フォロワー
908 以下

以下

ワウネイルtokyo
ネイルサロン
これまで最高のネイルサロン！
ネイルアートの予定を開く
予約@ワウ・トーキョー。
3月8日発売
東京都渋谷区

Followed by asos_beauty, ellenatlanta, had_nails + 59 more

コール 電子メール 行き方



At the end of November, @WAHTokyo // start posting and promoting to people in Japan to get them excited



2:28 pm 55%

Photo

wahtokyo

Liked by wahnails, sxdie_j and 292 others

wahtokyo Pick up your NAIL ART PENS in pink white and red to add the final touches to your val day mani OR go just all out with camo hearts 🐼❤️💕

2:09 pm 55%

wahtokyo

5,403 posts 425 k followers 908 following

Following

WAH

WAH Nails Tokyo
Nail Salon
THE BEST NAIL SALON EVA! OPEN FOR NAIL ART APPOINTMENTS 🧑🏻🧑🏻🧑🏻
bookings@wah-tokyo.com
Launching March 8th
Shibuya, Tokyo

Followed by asos_beauty, ellenatlanta, had_nails + 59 more

Call Email Directions





wah tokyo store concept



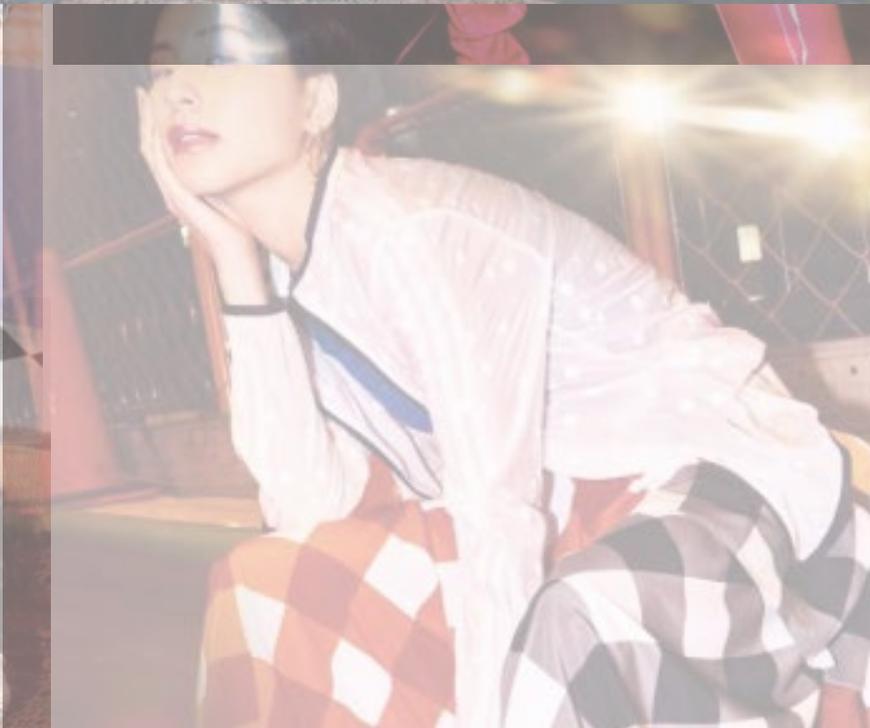
JXE MANI £35

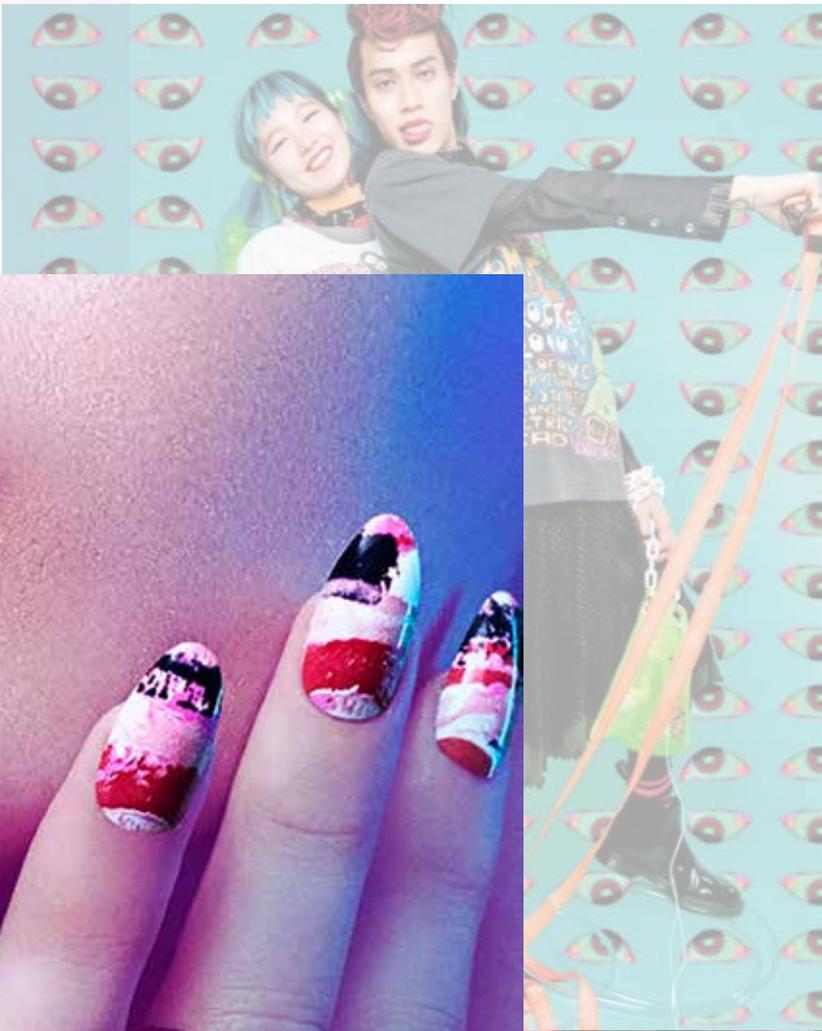
DRY PEDI

£25 GEL POLISH

ワイ・トウキョウ







ワウ東京
wah nails
free nail art voucher
WAHTokyo
nail art boutique
8th March 2018
Shibuya

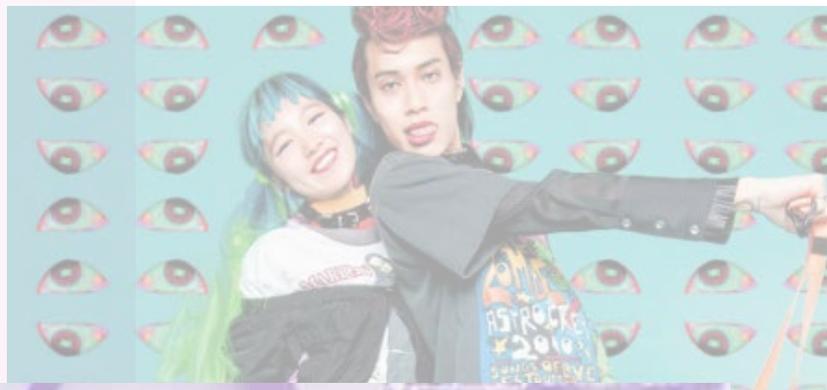


ワウ東京
wah nails
無料のネイルアートバウチャー
ワウ東京
ネイルアートブティック
1818年3月8日
渋谷区



Bloggers and influential Japanese people, see appendix20 for examples, will be sent personalised red WAH london polishes and a voucher before the event included in their invitation to the launch night, see appendix21





WAHネイルズ ワウ東京

2018年3月8日
国際婦人デー

ネイルアート//カクテル/ VR

女の子の力の夜に私たちと一緒に！
ネイルアート、ジェル、アクリル、マニア、ペティスン、東京
の最もクールな場所での夢のサロン

渋谷区

bookings@wah-tokyo.com
コール/テキスト+81868794650





WAH Nails **ワウ東京**

8th March 2018
International womens day

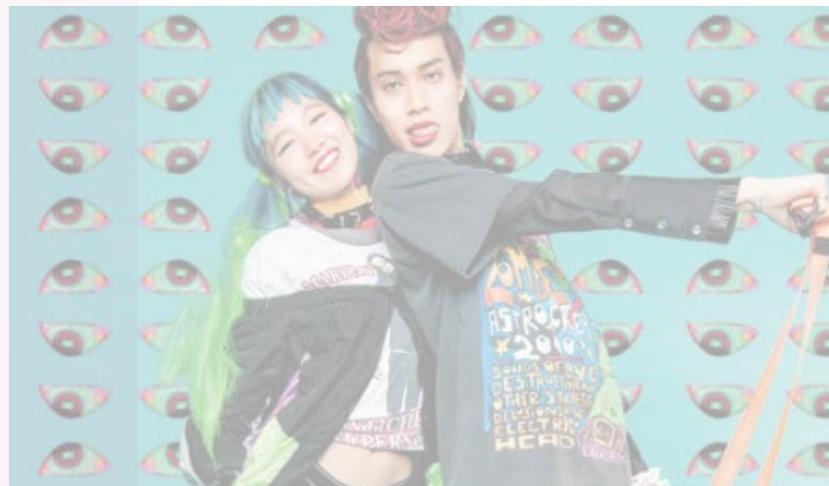
nail art// cocktails // VR

join us for a night of girl power!
nail art, gels, acrylics, manis and
pedisin a salon of dreams in the
coolest part of Tokyo

Shibuya
bookings@wah-tokyo.com
call/text +81868794650

Before the event the employees of WAH Tokyo will go around the local businesses in Sibuya to invite them to the launch so WAH can start friendships in the area which will hopefully mean they will be able to promote eachother and it will be free marketing for WAH.





measuring **success**

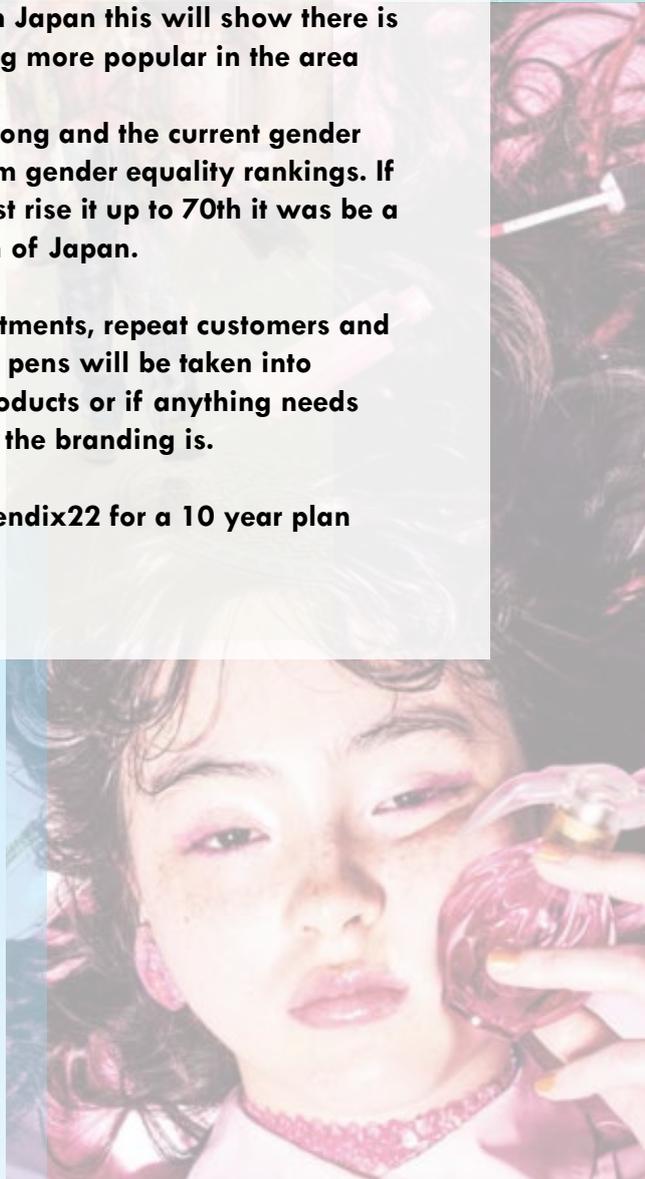
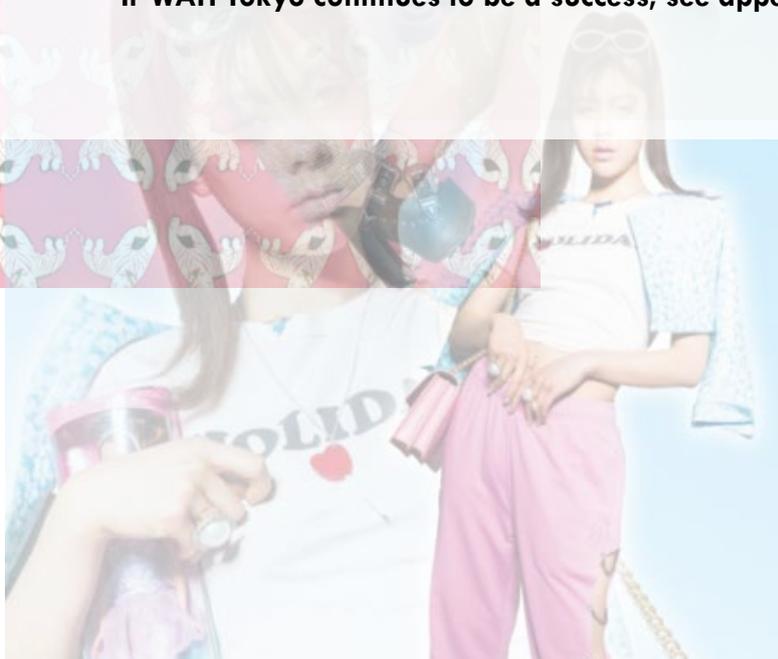
As WAH have such a high social media following, especially on Instagram, it will show if WAHTokyo is becoming a success if their followers rise as it is the most common way customers get inspiration and keep updated with WAH and it shows people are interested in the brand. Currently @wahails is at 424k followers, predicted that a year on there should be a 30% increase of followers on the @wahails Instagram taking it to 551k followers. @wahokyo accounts will also be made so it is predicted that it will reach at least 106k followers in the first year as it is a quarter of the current following on @wahails

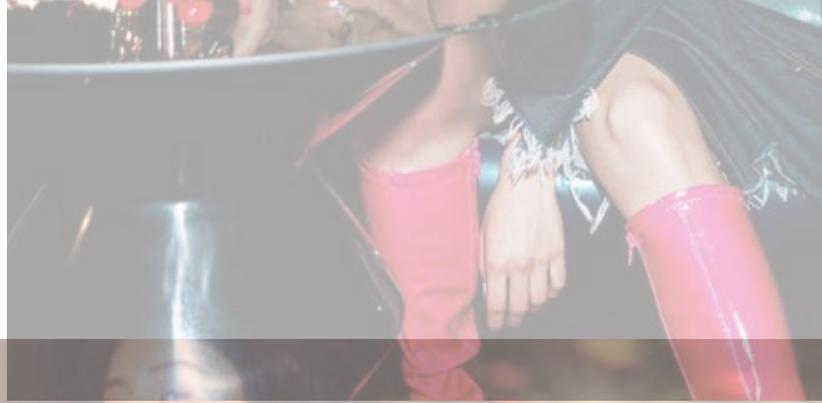
WAH also host or collaborate on many press nights or help promote brands in the local area, therefore if they get these opportunities in Japan this will show there is a lot more brand awareness and WAH is becoming more popular in the area

WAH's views on women empowerment is very strong and the current gender balance in Japan is 111th in world economic forum gender equality rankings. If WAH could influence the women of Japan and at least rise it up to 70th it would be a huge achievement for the women of Japan.

Keeping track of how regularly people book appointments, repeat customers and stock intake of wahlondon polishes, tools and pens will be taken into consideration to see if people in Tokyo like the products or if anything needs changing like the style, colours or how the branding is.

If WAH Tokyo continues to be a success, see appendix 22 for a 10 year plan







Conclusion

Following the internationalisation strategy of WAH nails to Tokyo, it is expected to be a huge success considering Japan is the largest share in the world for electronics and technology. The marketing strategy put in place will create huge brand awareness, encourage women of Japan to stand up and make a change to the gender gap, have a place to escape and bring profitable growth to WAH making it even greater against their competitors being in the technology hub of the world, things will only get better and more of an experience within their salons.



all imagery and WAH Nails information -9

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SHARMADEAN **REID**

Reid started out as a hip hop magazine blogger for girls in 2006 while still at university, by 2009 she had founded WAH Nails.

WAH nails has completely flipped the nail industry with her innovative millennial voice, feminist attitude and futuristic salon space. Reid has written two books, delivered global pop up nail salons for 100s of brands, created a product line 'WAH London' and awarded an MBE from HRH Queen in 2015 for services to Beauty.

Alongside WAH she shared her journey by organising events for young female entrepreneurs culminating in futuregirlcorp.com.

Sharmadean, is nailing it





Bleach London started as two chairs in the back of Wah Dalston...

Alex Brownsell, the owner came into WAH Dalston and said "I love it in here" Sharmadean was happy and said "well just have two chairs in the back, we've got loads of room." They didn't even know each other but he always wanted to support a fellow girl entrepreneur, they thought each other had cool ideas, so that was that. Bleach opened on WAH's 1st birthday, December 2009, the party was crazy and now they're huge!



BLEACH



GRAND OPENING
FRI 24TH SEPT | 7-10PM | WAH NAILS DALSTON

WAH NAILS



1 YEAR BIRTHDAY
FRI 24TH SEPT | 7-10PM | WAH NAILS DALSTON



wah london

WAH London nail care line created by Sharmadean Reid, she took inspiration from fashion, street style, art and technology, WAH London sells everything you need to perform nail art and nail care at home.

The 34 different coloured the polishes are named after song lyrics, artworks and current slang phrases used by our WAH Crew. the range is also made to suit all skin tones, with the bright eye-catching colours. The range highlights more lilac/ purple colours as it has become more of WAH's signature colours from the salon aesthetic. There is also a variety of tools such as nail art pens in a variety of colours, press on nails, nail clippers, reinstones, transfers and nail files.

All polishes are vegan and 5 free meaning they are free of 5 potentially harmful chemicals; formaldehyde, formaldehyde resin, camphor, phthalate and toluene.



all about the **customer**

Experience even better, they have phone chargers in the nail desks for all the fast paced london go-ers, the pedicure chairs have extra large seats so you can fit your handbag next to you. there is also TV screens with wireless headphones so customers can watch what they like when theyhaving their nails done by the best technicians ever!

the way of booking an appointment is easy and simple as they use whatsapp, an app or calling so there are many different ways, especially whatsapp being so popular now with millenials





product

WAH nails offer a service of painting nails how ever you may want them, from basic colour to every nail looking completely different with patterns all over. Their edge over their competitors is that they offer VR in their salon which lets customers see their finished nails before having them done in virtual reality. WAH also has their own range of nail polishes and tools for customers to buy from their salon or online.

place

WAH originally started in a little shop in Dalston in the East of London, then as the brand got bigger a concession in Topshop on Oxford Street opened. In 2016 the two shops closed then their new flagship store in Soho opened as their only stand alone store offering customers an escape, chilled zone and the best nail salon in London. Having the salon move to Soho has offered a wider audience being so central, but all of the loyal Dalston customers have moved with them and love the new space!

promotion

WAH uses different platforms to promote to different customers people, Instagram has the largest following, whereas Twitter and Facebook has an older, more professional audience, so gel promotions are more successful than on Instagram where the funky designs are most popular. WAH also has pop-up salons at press launches for many big brands like Vans, TommyXGigi and Miss Guided which is ideal for them as it is free advertising for WAH and can make them grow. When the Soho opened WAH used a lot of gurella marketing like putting posters up around soho and making the front of the salon an image of what it will look like once construction was done. WAH also held a massive lauch party with everyone possible there and open to the public so loyal customers could attend a long with people like Lou Teasdale (infuntial celebrity make-up artist) Gemma Styles (Harry Styles sister) and Phoebe Lettice (stylist from Illustrated people). This is great for WAH as they have a combined following of 7 million, which will give WAH imense coverage from just one insatgram post.

price

The price is fairly high in comparison to competitors as a full set can be as high as £70 although the designs are all handpainted and there is the components like the VR, cocktail bar and tv's which many salons in London do not have so customers pay for an escape and an experience, not just a manicure.

people

The people are very important to WAH they have loyal customers who have moved with them from Dalston to Soho and now there are many opportunities for different customers as the shop is so central. It is important to market to millenials as they are their typical consumer, although the more 'upmarket business woman who wants plain gel nails' will also need to be targeted as they also shop around the area and have the extra money to pay for WAH's service.

process and physical evidence

The process of being a customer at WAH is that they can book on whats app, (as many people now do not like talking on the phone, they made it easier!) via e-mail or call to make an appointment, Once arrived the customer will choose a design with the VR head set on, or have inspiration from the instagram account, then have their virtual inspiration into reality and have their nails done, along with having the ability of charging their phone, free cocktails from the bar, personalised tv and sit in the comfy chairs, then they can purchase WAH tools or polishes if they want and they will then leave with physical evidence that being their nails done and any tools or polishes, so anyone leaving the shop will leave with something physical.



7 p's

Nailed it london

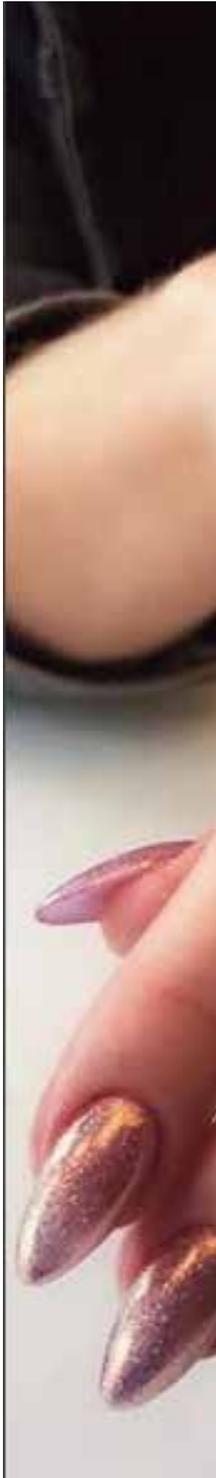
www.wenaildit.com
instagram// **60.3k followers**
twitter// **260 followers**
facebook// **n/a**

Location//
Oxford Circus
Chelsea
Battersea
Clapham
Junction Richmond

prices for nail art//
from £4 a nail, depending on design

advantages
Many stores across London
decent amount of following to followers
variety of nail options
acrylic is most popular

disadvantages
no strong branding
not every photo is theirs
no nail art
their instagram images are more 'classic nail poses'
should have a facebook page
use twitter more for the other demographics as not
everyone uses instagram which is their most
popular social media





appendix continues on next page...

Shea'd nails

www.sheadbeauty.com
instagram// **39.5k followers**
twitter// **855 followers**
facebook// **9,415 likes**

location// **East London**

price for nail art// **from £15**

advantages

all hand painted nail art
large variety of options of colours/art
good composition of instagram images
good brand identity coming through all
social media pages

disadvantages

only one nail shop
no collaborations with brands
no particular style
not a structure to their instagram flow
post more on twitter, even if it is just nail images
post on social medias more regularly





appendix continues on next page...

Imarni nails

www.imarninails.com

instagram// **19.7k followers**

twitter// **231 followers**

facebook// **173 likes**

location// **Shoreditch Boxpark**

price on average for nail art//
£20-36

advantages

lots of intricate creative nail art ideas

ideal location

creative instagram poses

celebrities use their nail service (brits)

strong brand identity

utilise facebook as many customers left reviews,
it will boost their reputation and other customers will see it

disadvantages

no theme on social media

need more following on all platforms

post on twitter and facebook to give customers of different ages more brand
awareness as not everyone uses instagram





appendix continues on next page...

to compare... **WAH nails**

www.wah-london.com

instagram// **424k followers**

twitter// **1,615 followers**

facebook// **9,707 likes**

Location//

Soho

prices for nail art//

£30-70

advantages

dominating instagram on followers over competitors

lots of collaborations with brands for launches

utilises instagram stories

innovative nail art ideas

shop is like no other with the VR headsets

aware of different audiences for different social medias

they have their own brand, unlike competitors

have 5 free on their nail polishes

see appendix 1 for further reasons for competitive edge

disadvantages

more expensive than the competitors

need more stores

need to advertise they have VR more





WAH's competitive edge

WAH is leading the nail art market, with the only Nail shop in London with VR headsets, this is giving the customer an experience like no other. Once they enter the shop, they know they are going to get their money's worth in their nails.

WAH also have their own range with polishes, tools and pens which are all 5 Vegan which means they are all free of 5 potentially harmful chemicals: formaldehyde, formaldehyde resin, camphor, dibutyl phthalate, and toluene.

Many customers are now more aware of products being vegan and cruelty free as transparency is important for brands so customers know they are paying for a quality and safe product. therefore having the polishes 5 free means they are more desirable than buying, for example a Rimmel London nail polish as customers have no idea if they are vegan and their brand is not transparent to the customers

Customer Service is very important in the salon as there is additions like phone chargers in the manicure tables, wide variety of polishes, cocktail bar and extra wide seats for extra comfort. It is the little things that can please customers that others may not think of

WAH also collaborate with many brands at launches, for example, Vans, Nike, Miss Guided and Tommy HilfigerXGiGi. WAH give options for customers to choose on the night and do complimentary nails. This is huge for them to do as it gives them free advertisement to make WAH grow and there is more awareness of them over London.

Many nail companies do not get opportunities like this as they do not offer such complex nail designs and aesthetic that would interest other companies like Vans and Miss Guided







strengths

female empowerment is very modern and a big trend this year

escapism in the salon, like no other

technolgia advances (VR)

transparency within the brand

approachable team

a lot of opportunity for going global as there is not many nail art companies like it

strong customer service, trying to give the customers the best experience ever

good market reputation

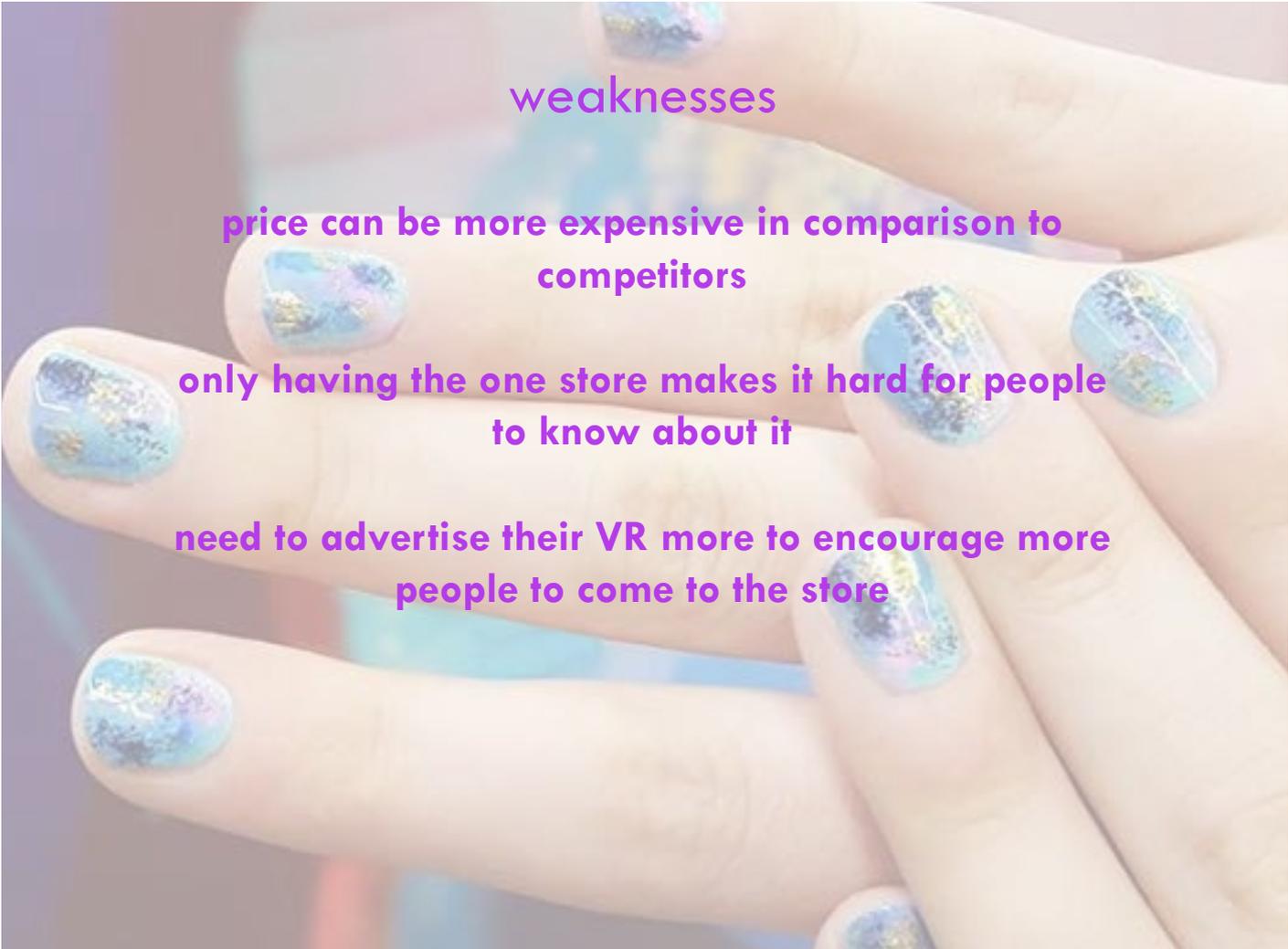


opportunities

take Wah global

have more pop-ups around the UK

introduce more colours to the range



weaknesses

price can be more expensive in comparison to competitors

only having the one store makes it hard for people to know about it

need to advertise their VR more to encourage more people to come to the store



threats

new competitor could hit the highstreet

nail market could drop

people cannot afford their nails done/ recession

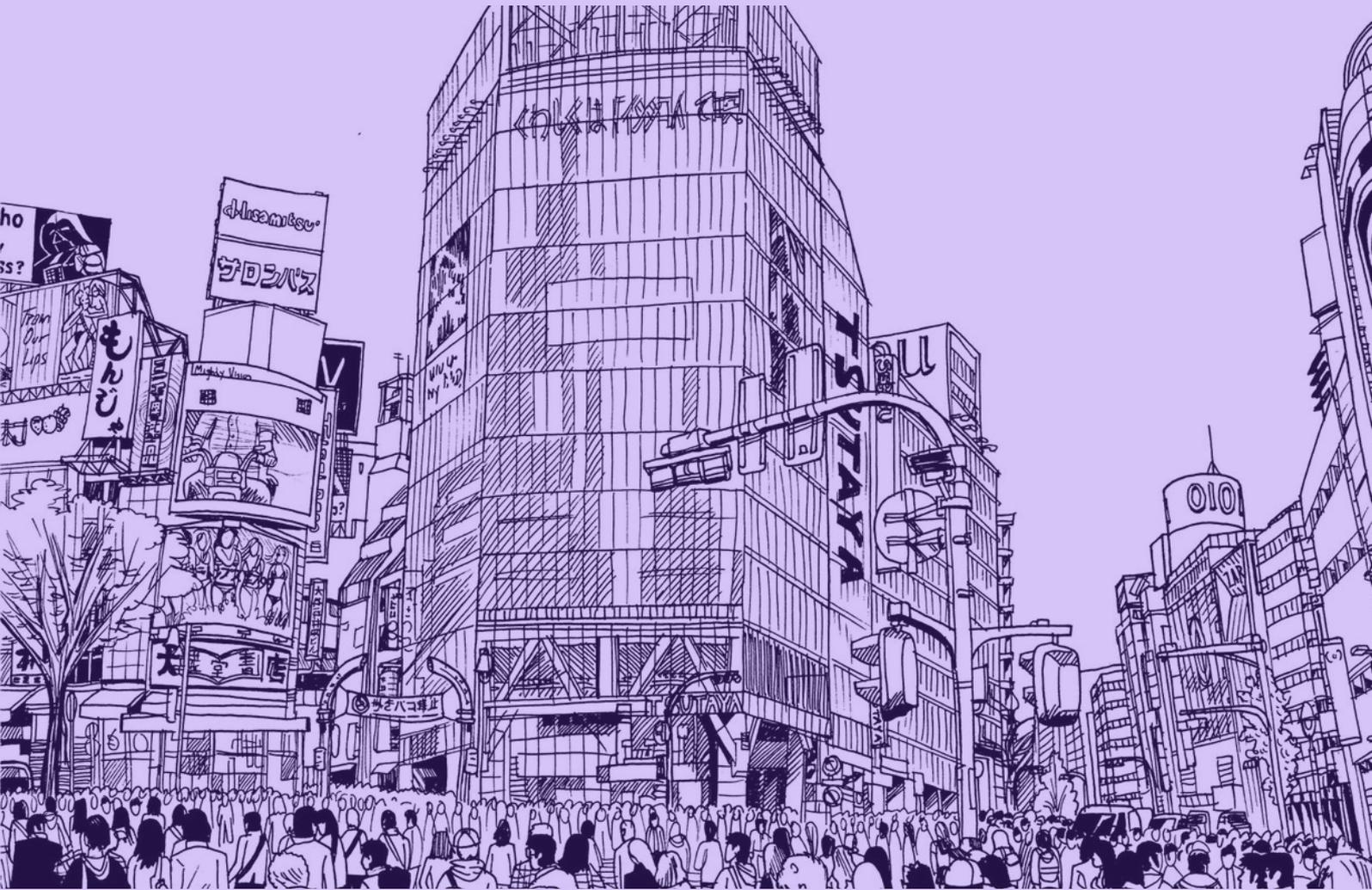
a new technology immerges which makes the VR outdated

Where in Tokyo?

Reviewing many nail salons around Japan, one of the most common areas to have a nail salon is in 'Shibuya' this area is the Dalston of Japan, just outside the busy city centre, Shibuya is reguarly refered to the popular shopping and entertainment area, it is a colorful and busy district where visitors come everyday, it is a very creative which young adults love the be in, just like Dalston.

The reason for putting the salon there is that looking into the competition in the Japanese nail market, it is felt by the researcher that WAH could beat their competitors and hopefully win their customers as WAH have such a good competitive edge over them with their technoloical advances and westernised themes that the millenials of Japan will thrive over, therefore it is felt it is not a threat to them to put the salon in Shibuya.

The type of shop will be another flagship like Soho as it is the first salon out of the UK and it will be a contemporay open space that will not only be a salon but an area for people to hang out in and escape.



Forecasted WAH Tokyo **Consumer**

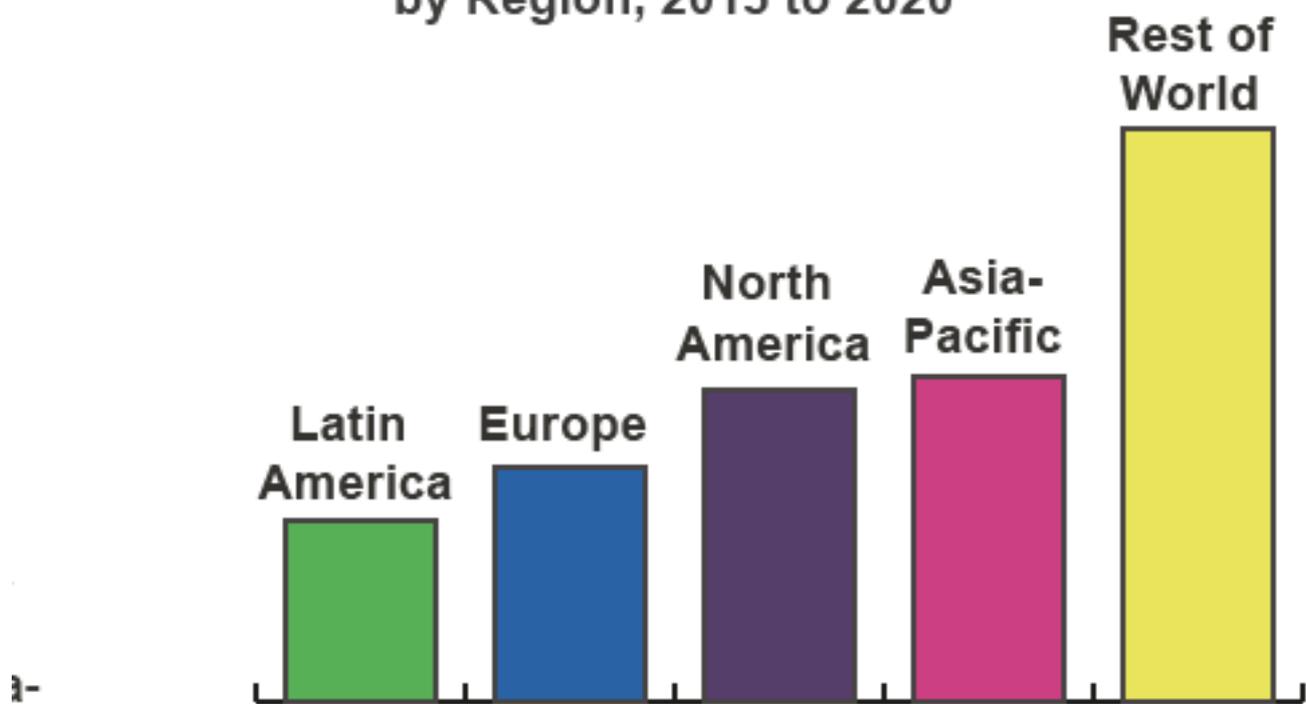
The attitudes and behavior of Japanese consumers are shifting dramatically, presenting opportunities and challenges for companies in the world's second-largest retail market. They are increasingly getting influenced by the western market.

Japanese consumers are now flocking to discount and online retailers as they are wanting more value for money products and being less materialistic from the digital revolution as Japanese now have more of a European consumer type as they are now being more savvy with their money and wanting to spend their money on services and technology, although if they are aware of a good quality product, they would be willing to pay.

The new generation have now grown up in a technology world therefore are more likely to shop online from any product, high or low end, companies are noticing this and trying to incorporate more technological advances into shops to bring in the customers



Forecast Growth of Professional Nail Care Products by Region, 2015 to 2020



Bushido

the code of honour and morals developed by the Japanese samurai.

loyalty to ones lord

company loyalty

Ganbari

doing ones best

high achievement and motivation

beyond the call of duty



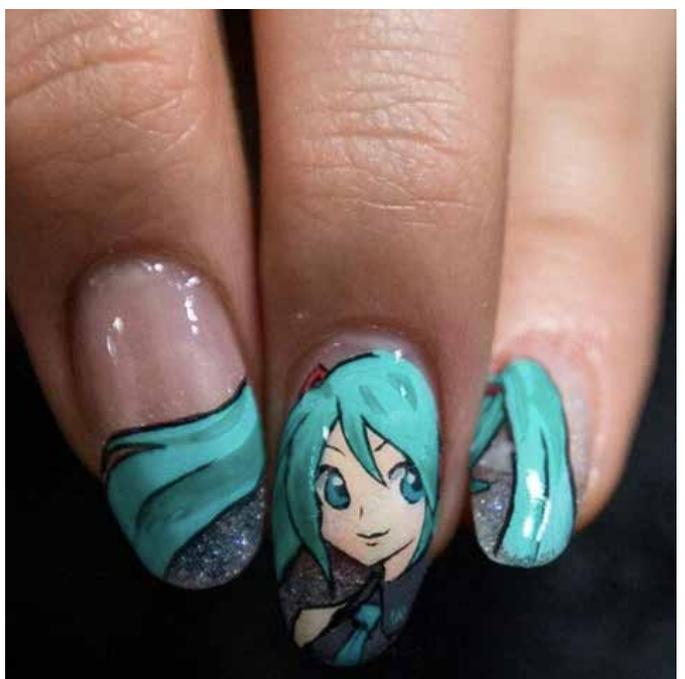
Shipping // Manufacturing in **Japan**

Nail polish is illegal to ship by air as it has solvents in it that may be harmful to passengers at 30,000 feet. The most popular harmful chemicals are; Toluene, xylene and formalin or formaldehyde, they are found rarely now or in low concentrations but the risk is still there. This then means that WAH are unable to ship their nail polishes by air due to it being illegal, therefore it is planned that the first few boxes of nail polishes that will be enough to kick start the shop will be shipped by boat. Using the shipping company 'Barrington Freight' This will take approximately 37 days to get directly from WAHnails in London to Sibuya, Tokyo, the cost of shipping 4 large boxes is on average £400.

If the shop is continuing to be successful the polishes will need to be manufactured in Japan. The factory is also in the Shibuya area which means it will only be a small car ride to get the polishes to the store. This will significantly reduce their carbon footprint and their lead time of their products coming into store.

**Shintaiso Bldg 1, 4th Floor 2-10-7
Dogenzaka, Shibuya-ku
Tokyo, 150-0043
Japan**







adapting to the Japanese market

Japanese customers like to have intricate designs on their nails such as, anime characters, flowers, blossoms and letters. This is ideal as WAH can easily create these designs as many have already been done in the salon. Another popular feature is 3D nail art where there are different objects which artists can stick on the nail or specific parts be more raised than others, objects such as crystals, flowers and hearts. Researching further into the forecasted customer (see appendix 10) they would pay for more of an experience and a quality product.

As it is forecasted that the 3D designs will be more popular, looking into images of competitors designs, (see appendix 14) and the Japanese aesthetic, it is felt that the price for a full set with 3D designs could be reduced as it would encourage more people to go and have the best experience ever and it will be worth the money.

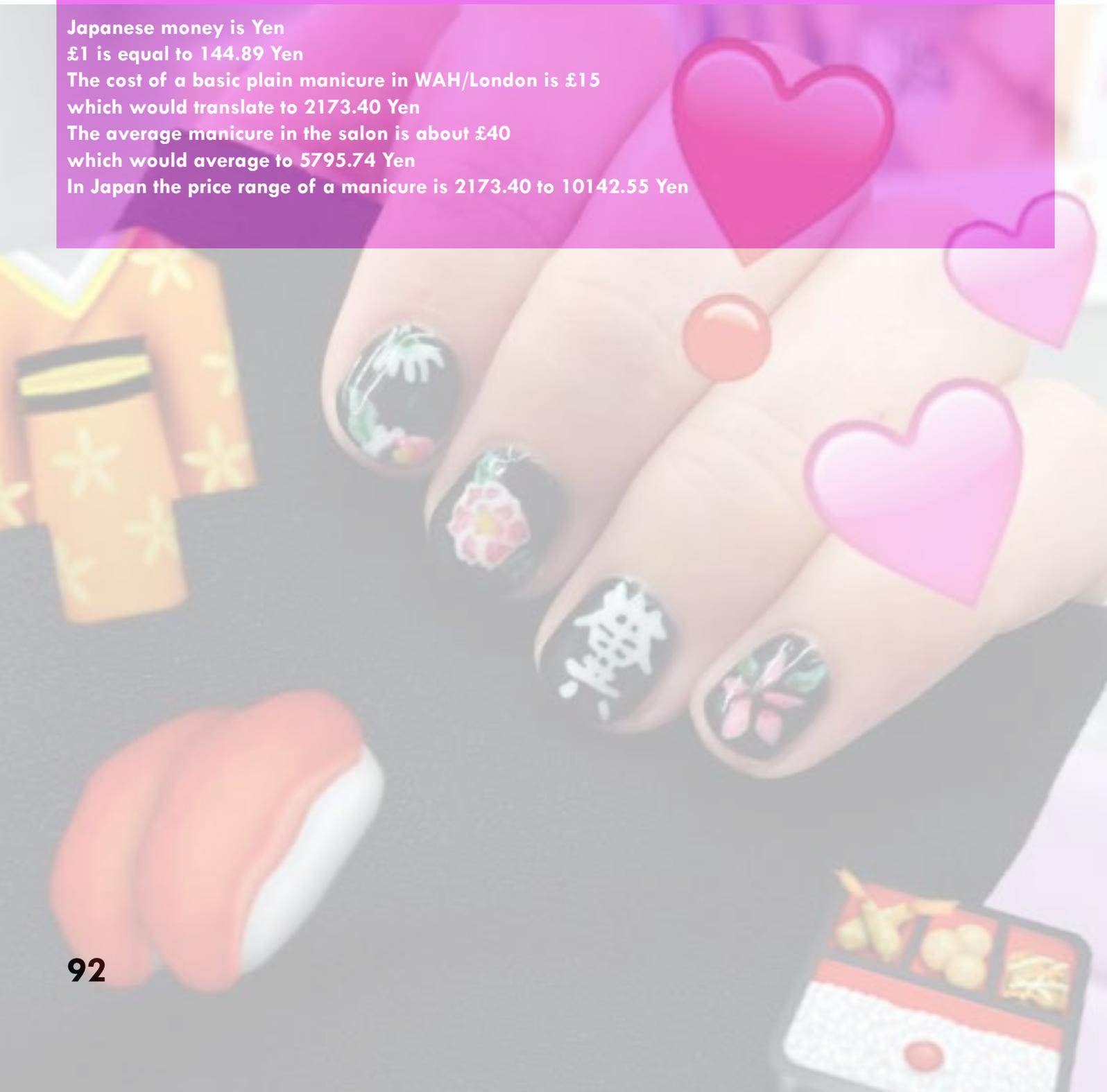
Japanese money is Yen

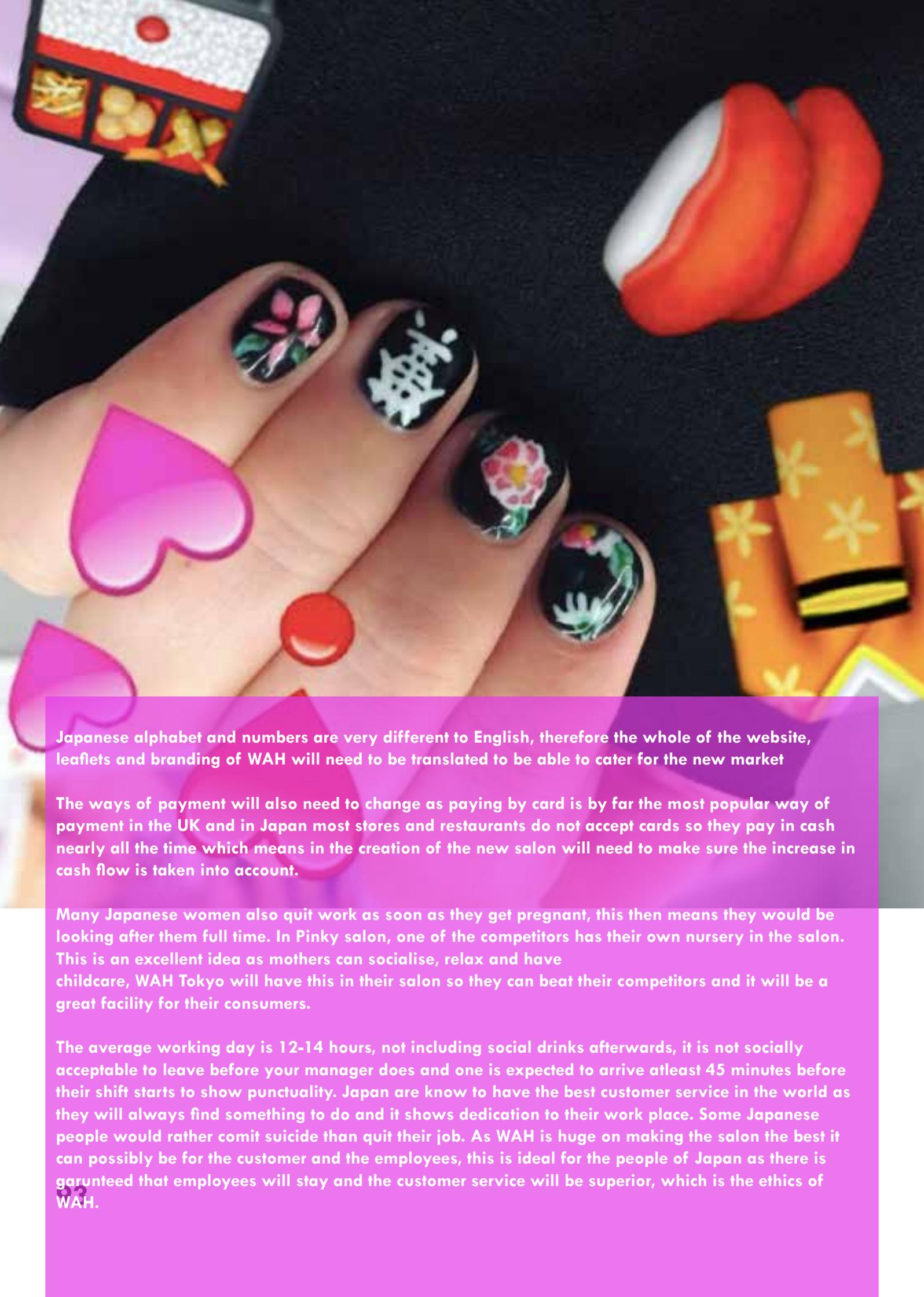
£1 is equal to 144.89 Yen

The cost of a basic plain manicure in WAH/London is £15
which would translate to 2173.40 Yen

The average manicure in the salon is about £40
which would average to 5795.74 Yen

In Japan the price range of a manicure is 2173.40 to 10142.55 Yen





Japanese alphabet and numbers are very different to English, therefore the whole of the website, leaflets and branding of WAH will need to be translated to be able to cater for the new market

The ways of payment will also need to change as paying by card is by far the most popular way of payment in the UK and in Japan most stores and restaurants do not accept cards so they pay in cash nearly all the time which means in the creation of the new salon will need to make sure the increase in cash flow is taken into account.

Many Japanese women also quit work as soon as they get pregnant, this then means they would be looking after them full time. In Pinky salon, one of the competitors has their own nursery in the salon. This is an excellent idea as mothers can socialise, relax and have childcare, WAH Tokyo will have this in their salon so they can beat their competitors and it will be a great facility for their consumers.

The average working day is 12-14 hours, not including social drinks afterwards, it is not socially acceptable to leave before your manager does and one is expected to arrive atleast 45 minutes before their shift starts to show punctuality. Japan are know to have the best customer service in the world as they will always find something to do and it shows dedication to their work place. Some Japanese people would rather comit suicide than quit their job. As WAH is huge on making the salon the best it can possibly be for the customer and the employees, this is ideal for the people of Japan as there is garunteed that employees will stay and the customer service will be superior, which is the ethics of WAH.

legal

The shipment of nail polish by air is illegal therefore if there will be any WAH London products going to Japan it will have to be shipped by Boat which takes 37 days, a hazardous licence will need to also be made which the freight company can supply. If WAH is a success a new manufacturer will need to be found, (see appendix 13) If a UK company wants to open business in Japan, they must appoint a manager who must be a legal Japanese resident. Having a work force of over 10 people, written work rules must be filed with Japanese authority. If an employee works six to eight hours in a day, they are entitled to a 45-minute break; if an employee works eight hours in a day, they are entitled to a one-hour break.

economic

The average household net adjusted disposable income in Japan per capita is USD 29 016 a year. As the Japanese are very invested in their work which means they get paid more money so their standard of living is very high which makes their well-being also extremely high. Higher economic wealth will improve access to quality education, health care and housing. Also looking into appendix 25 this shows that there is a rise in imports of make up cosmetics which is positive for WAH as it shows that Japanese people are buying cosmetics from outside Japan so it is almost guaranteed that the Japanese will buy WAH products.

political

Japan's government is large and powerful and is influential to Japanese lives; overall Japan have a less political society in comparison to western countries. Overall residents just assume the government is doing what they should be, which is the reason why when a political scandal comes it affects Japan a lot ("Japanese Political System / Useful Notes - TV Tropes") Equal Employment Opportunity Law came into effect in Japan in April 1986, avoiding gender discrimination in recruitment, hiring, promotion, training and job assignment, for all this is in action, there is still now discrimination as people are so dedicated to work and managers want the best employees and mothers may not be ideal as they cannot work long days.

environmental

Having nail polish illegal to air mail is good as it is more environmentally friendly to ship by boat and eventually WAH will have to find a manufacturer in Japan to make the lead times smaller. The nail polishes are all Vegan and 5 free which means they do not have any really bad chemicals in it which is good for the environment when they are disposed.

social

The salon is very relaxed and can cater to anyone's needs so it makes getting your nails done more of a social gathering than just going for a boring appointment. Japanese women generally quit work once they get pregnant, therefore WAH is going to have a nursery in their salon so it can give the women a time to relax, socialise and have childcare.

technological

The VR headsets have given WAH a huge competitive edge against their competitors. Internationalising to Japan, this will give WAH an advantage as they are a technology hub, therefore if there are any new products out in the country, WAH will be the first. The forecasted consumer (see appendix 10) are heavily influenced by anything from the western culture which means that they should love the concept of WAH and would happily pay for the amazing experience.

competitor

None of the competitors in Japan do nail art just like WAH or have any technological advances this gives WAH a bigger upper hand against anyone. Having the salon in Shibuya it will be in the centre of all the other nail salons so it will hopefully make them feel threatened as WAH over all social medias and reputation are bigger than them. see appendix 18 for a swot on WAH Japan

consumer

The main consumer of WAH nails would be millennials as they are easily influenced, would pay for good quality and experience. Japanese consumers are easily influenced by westernised trends (see appendix 10)

WAH are lucky that there is a new millennial consumer but it will initially be a struggle to conquer the older generation as they will most likely be set in their ways and a very different consumer to someone in the UK. Japanese people do not use Facebook very often either which is the most common social media for older generations, as WAH use Facebook to specifically advertise to them, the older Japanese market will be harder to target.

all about **Japan**

population of 126,045,211

Japan has the third largest economy

Japan's talent for monozukuri ("thing making") has been a key to its success. Japanese have a thirst for new gadgets which keep the industry going. Therefore the VR headsets will fit in with the Japanese culture and they will be easily accessible

Nail Market size: 160 billion yen (US\$1.4 billion)

most popular nail designs are flowers, blossoms, birds, Kabuki dancers, and characters from the intricate and beautiful Kanji alphabet

Japanese consumers love the physical shopping experience; mobile-phone screens are too small; the density of retail establishments means that online shopping has less of a convenience advantage; credit card penetration is low.

Japan has one of the world's highest broadband speed rates which means having the salon in Tokyo would work well as it is the capital city and the need of a lot of internet in the salon.

a VR arcade opened in December 2016 in Shibuya "VR Park Tokyo, located in the middle of the bustling Shibuya district, will open to the public on Friday. The space is set up on one floor of the four-story arcade run by Adores Inc.

The facility has six virtual reality attractions, including those simulating playing baseball, shooting ghosts, riding on a flying carpet, and walking on a narrow bridge.

"To accelerate the launch of the VR market in Japan, we think it's important to utilize arcades and amusement parks," said Eiji Araki, vice president of Gree Inc., a Tokyo-based game company that is partnering with Adores in providing VR games for the facility.

While the year 2016 has been dubbed the dawn of the VR era, people have to buy expensive headsets to experience high-quality VR at home, Araki said. Instead, VR arcades allow a more casual experience at a lower cost." (Nagata)

strengths

there will be no other nail bar like it

the new type of customer that Japan has will love the shop and most likely invest

putting the shop in the Shibuya area will attract the right demographic as it is a popular nail salon area

natural nails are most popular in Japan which is most popular at WAH london

weaknesses

As there is nothing much like it, it is a risk for WAH to take

there are many different types of customers in Japan

Japanese are very specific about their nail art

threats

the shipping of the products may take a while if there is no new manufacturer found soon

the Japanese may not take to the way WAH work

the Japanese may make a more advanced way to paint nails/ VR which would make it outdated

opportunities

get together influential Japanese people on opening night to get people to know about it

have a WAHTokyo instagram account

adding a nursery in the salon as a lot of mothers care for their children full time

having bam-brows aswell as wah in store as salons are giving more than one service now

Disco nail

www.disco-tokyo.com

instagram//**50.5k followers**

twitter//**2,256 followers**

facebook//**553 likes**

location//**Jinnan Shibuya-ku Tokyo**

price//**60min/9720yen**

120min/16200yen

competitive edge

Calaborations with Japanese celebrities

online jewellery shop

heavily art influenced

does mani and pedicure



appendix continues on next page...

Joli Nails

www.joliarts-salon.com

instagram// **64 followers**

twitter//**11 followers**

facebook// n/a

location//**Shirokane, Minato-ku, Tokyo**

price//**¥5,500 for design gel nails**

competitive edge

featured on BBC and CNN

won multiple international nail championship titles

not all their nails are hand painted which is not good

do not utilise all their social medias





appendix continues on next page...

Pinky

www.nailsalonpinky.com

instagram//**5,643 followers**

twitter// **n/a**

facebook// **346 likes**

location//**Shibuya, Tokyo**

price//**¥14,220 120min**

competitive edge

Childcare beauty package offer-kids play in the spacious playroom downstairs- cost ¥1,030 per hour.

Uses Calgel, a system that will not damage your nails can watch TV whilst having your nails done

massage chairs

english speaking technician and owner







Mizuho K || 29 || Japan

Hello!!

This blog is a place where I want to share all the things I like to you!

Mainly about a fashion style, and cosmetics and the goods,

Travel, animals, food, garden,,, I share most of the lifestyle.

but I written in Japanese the most articles, you can't read, maybe.

However, I think that you can enjoy even just a photograph.

oh,Did you have a particular favorite photograph on this blog?Do you download it?

I would appreciate it if you would tell me by e-mail or comment field.

and Please contact me, if you use it by somewhere.

Surely I think I make skip & dancing and I am in high spirits!!lol

I appreciate your cooperation.

For any questions, business,press and invitation for your interest in a xoxoHilamee

Do not hesitate to contact me.

Thank you for stopping by and reading! xx

<http://xoxohilamee.blogspot.co.uk/p/about-me.html>

“KAWAILABO TOKYO”

Junko and Jijico who love art,
From fashion to culture “like a cat”
We will send out gentle and supple
It is “a cute research base”.

We call this a media
I named “Experience Lab”.

Because people, goods and goods will blend
A new story seems to spring up
I aim for a moving gallery.
Connect now and the future
Thank you for your new lab.

<https://kawaiilabotokyo.com>



cotton candy?

Hey,guys! I'm Peco6/30/1995I like 90s, Barbie,
fashion and musical

<http://ameblo.jp/tetsuko-1995/entry-12271550315.html>



Hi :)

Born September 13, 1985.

Debuted as a model in 1999.

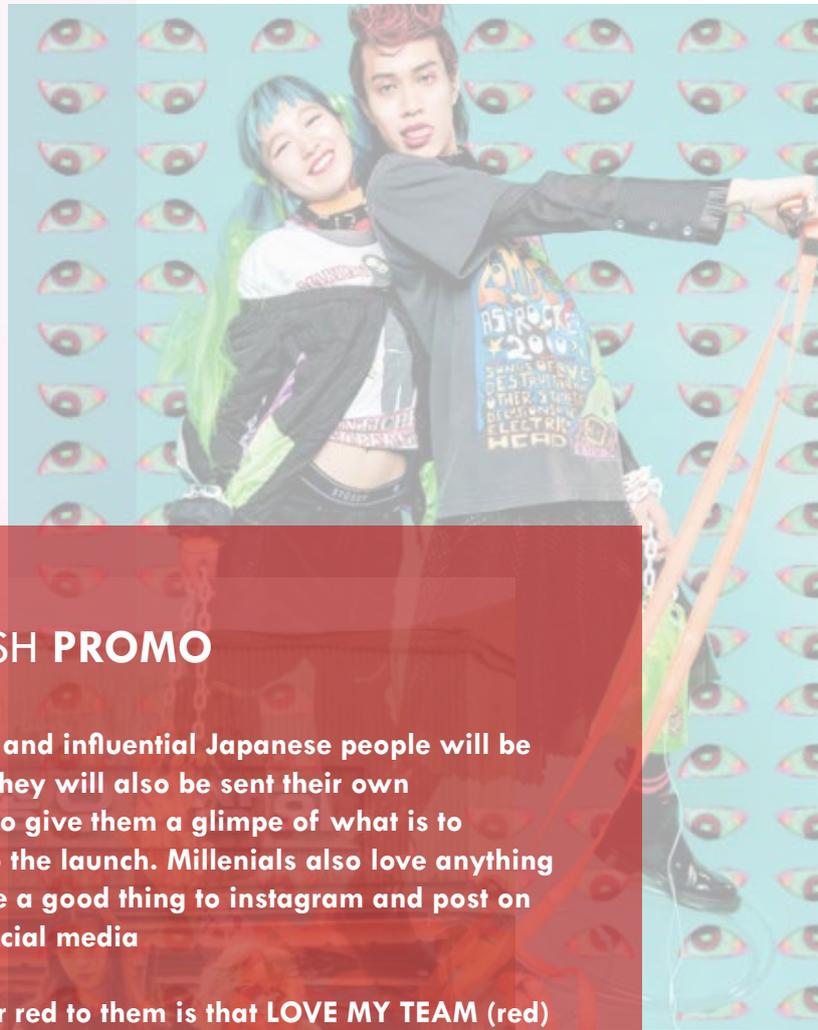
In addition to appearing in numerous fashion magazines
now,

He served as editor in chief of his own media "s'eee"

Creating in various fields and sending out.

<http://emisuzuki-official.com>





POLISH PROMO

Before the launch day bloggers and influential Japanese people will be invited to the launch, they will also be sent their own bottle of WAH nail polish to give them a glimpse of what is to come and encourage them to go to the launch. Millennials also love anything personalised so this will also be a good thing to Instagram and post on social media

The reason for sending the colour red to them is that LOVE MY TEAM (red) is the best seller at WAH London and red is the colour of power and love in Japan which are also the two things people will be celebrating on international women's day/ Launch day.





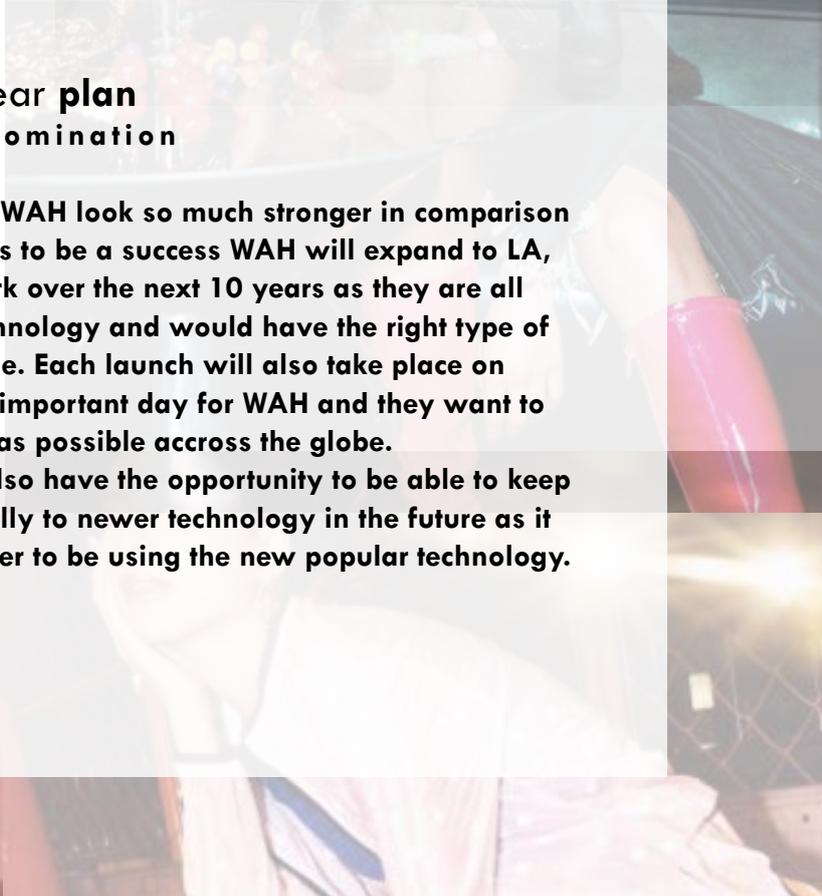




10 year plan world domination

Internationalising to Japan have made WAH look so much stronger in comparison to their competitors. If Japan continues to be a success WAH will expand to LA, Netherlands, Australia and New York over the next 10 years as they are all countries who can cope with high technology and would have the right type of customer for WAH to be sustainable. Each launch will also take place on international womens day as it is an important day for WAH and they want to grow girl power as much as possible across the globe.

Being in so many countries WAH will also have the opportunity to be able to keep updating their VR headsets, or hopefully to newer technology in the future as it will always be in interest to the customer to be using the new popular technology.



Japan

United Kingdom

Income

5.7



Jobs

7.9



Population

127.3 mil.

Visitors per year

8.4 mil.

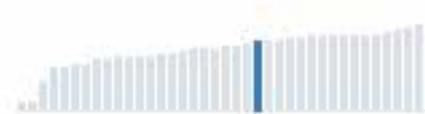
Income

4.9



Jobs

7.8



Population

62.6 mil.

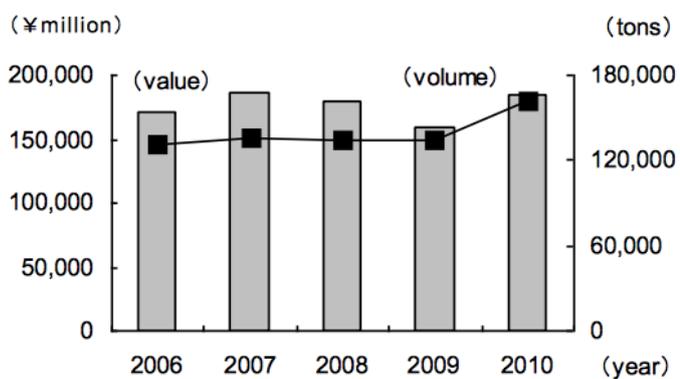
Visitors per year

31.1 mil.

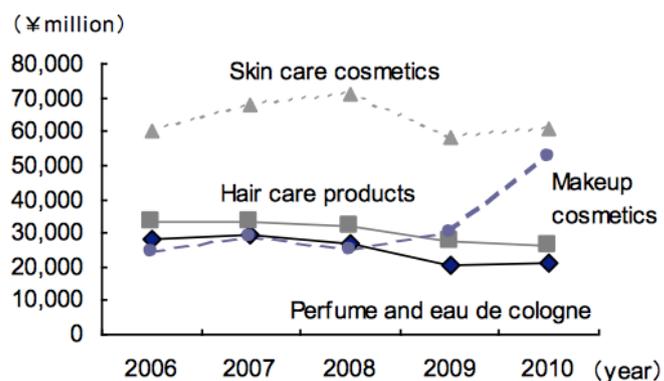
appendix 25

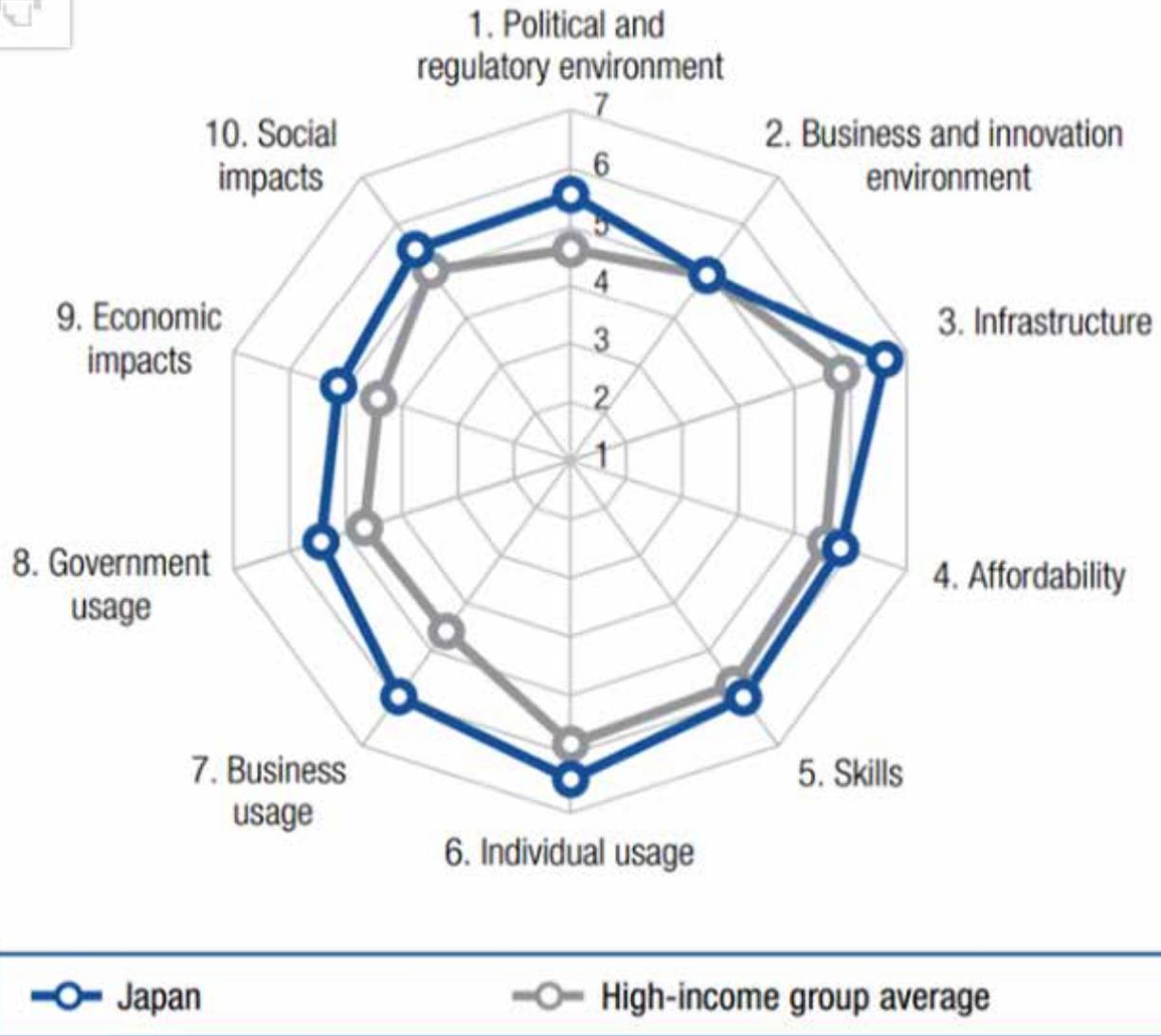
Fig. 3 Changes in cosmetics imports

[Changes in volume imports]



[Changes in import values of main product categories]





10. Japan: 5.65 NRI (out of 7)

Japan's NRI has increased from 5.2 in 2013 to 5.65 in 2016. High scores are for the intensity of local competition (6.3) and the availability of latest technologies (6.2). Those two indicators tell a story of a high-tech country with healthy market competition. Although the government isn't leading the way in the country's tech usage, it does provide a solid legal framework for its adoption. This framework, in turn, boosts the real tech accelerators: businesses and individuals. Fun fact: WEF has highlighted Japan for having the highest robot density in the world — 1.5 robots for every 10 people.



macoxlondon, sharmadeanreid and
VERPUFF GIRLS ❤️❤️❤️ by
book an appointment before Feb



wahnails



wahnails



Liked by sharmadeanreid and 1,221 others
wahnails I like you better online
Day date with your girl crew at WAH Sun



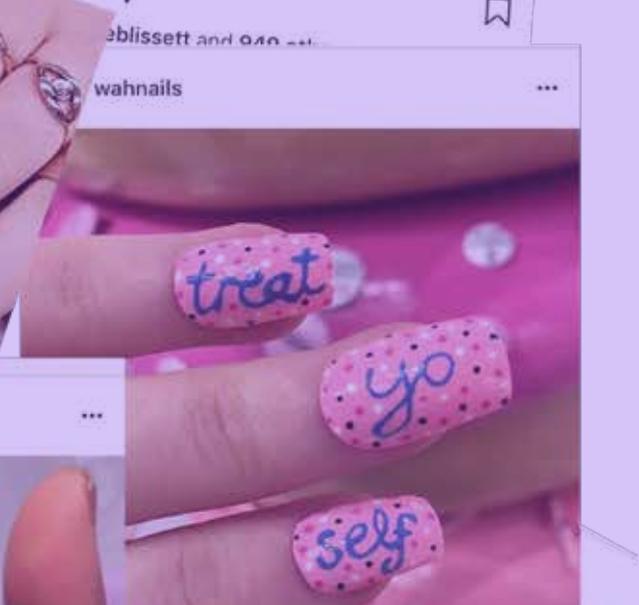
wahnails



wahnails



Liked by kayleighjeana, had_nails and 761 others



...



Liked by sharmadeanreid, kayleighjeana and 3 others
sometimes



