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SPECIFICITIES OF BUSINESS IN JAPAN

ОСОБЕННОСТИ ВЕДЕНИЯ БИЗНЕСА В ЯПОНИИ

The goal of this work is to analyze business in Japan and identify its peculiarities in order to use them in the Belarusian business model.

In Japan private enterprise is well-developed and the government almost does not deal with the country's industry. According to the statistics, it is possible to say that medium-sized and small businesses play substantial role in Japanese economy, because almost 99% companies belong to this area and they have more than 75% of the workforce in the country. Medium-sized and small businesses ideally coexist. For example, they balanced share building, transport and machinery business. Companies of small business are engaged in constructing buildings for mass consumption and companies of medium-sized business build high-rise, office buildings and buildings for factories. The same situation is with transport: medium-sized enterprises work with cab companies and small with cargo transportation.

The Government of Japan is trying to patronize and help small business to stay afloat, it is a kind of social support. That is why in 2000 the Government adopted a law that facilitated the procedure of bankruptcy. In 2003 one more law was adopted that allowed going into small business without an initial capital, but on certain conditions.

The main feature of Japanese corporate culture is a lifetime employment system, which exists in large companies. It encourages the development of skills which are specific for this company and form highly professional specialists.

Business in Japan is characterized by the absence of close control from the superiors. The group receives a goal which is needed to achieve and team members decide on their own how to distribute tasks. In Japanese corporate culture an employee is the greatest value of a company. Relationships between employees are built on mutual trust, cooperation and support in solving problems.

Unlike many countries where decisions are made by the majority, in Japan emphasis is placed on taking into account the views of the minority, so that everyone comes to a common opinion.

One of the main distinctions between our and Japanese corporate cultures is the fact, that for Japanese employees the main value is a success and prosperity of their company, whereas for the majority of us it is a material reward and career that takes the first place.

We can summarize the results of our research in the following way:

1. The Government in Japan is more loyal towards small business.
2. Medium-sized and small businesses are well-developed and coexist together.
3. There is the system of lifetime employment.
4. The absence of tight control from the superiors.
5. An employee is the greatest value for company.
6. Views of the minority are taking into account.
7. The main value of Japanese employees is success and prosperity of a company.

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THE JAPANESE BUSINESS ADMINISTRATION STYLE

ЯПОНСКИЙ СТИЛЬ БИЗНЕС-АДМИНИСТРИРОВАНИЯ

The Japanese has practically recovered from the global financial crisis consequences. Merchandise exports have recovered by 80% due to high conjuncture in East Asia. According to experts' forecasts in 2010 – 2011 financial years GDP growth was expected at the level of 3%, investments in fixed assets growth – by 5.4%. This forecast wasn't justified because of the events on the 11th of March, 2011, when the northeastern coast of Honshu island was destroyed by the 9.0 magnitude