

## **FEATURES OF DOING BUSINESS IN JAPAN**

### **Особенности ведения бизнеса в Японии**

Business began to emerge in ancient times. Nowadays, more and more firms are striving to enter the global market, and the main reason for this is the desire to increase revenues and acquire unique resources and technologies. Some companies operate only in their own country, others — in many countries, others — practically in all regions of the world.

In our work we would like to consider the specifics of doing business on the example of Japan. There is an opinion that for a foreigner to open a business in Japan is quite a challenge, because the Japanese are considered the most peculiar nation of all existing. Therefore, in order to fit into their culture and to succeed, you need to understand how Japanese business functions and know its distinctive features. The Japanese are characterized by organization, sense of duty, strong endurance. They are polite, careful and very committed to their traditions. Also, people of Japan prefer only personal communication.

Learning the business etiquette of the country and compliance with it is necessary, otherwise there will be no positive result. Punctuality is very important in Japan, lateness is unacceptable, the date of negotiations is appointed in advance. It is necessary to observe the hierarchy: start by saying hello to the person who has the highest status, emphasize your respect in conversation. It is considered impolite to be forgetful. When meeting, agreeing or approving something, you must bow. The Japanese are very appreciated when negotiations are conducted in their native language. You should be careful with your speech and not make sharp judgments. Closed eyes mean thinking over your offer. Meetings often last a long time and are held several times. All nuances are considered and only then a decision is made. Japan's economy is increasingly open. There is also a lot of new technology, which allows to provide for the labor market, small businesses and serve large businesses.

In conclusion, we would like to say that the specifics of doing business in different countries are most often based on the characteristics of traditions and customs established in this country, on the basis of mentality and morals put into each representative of a certain country. In order to cooperate with different countries, partners should take into account all the specifics of each side in order to build successful development and enter the international market of their joint business.