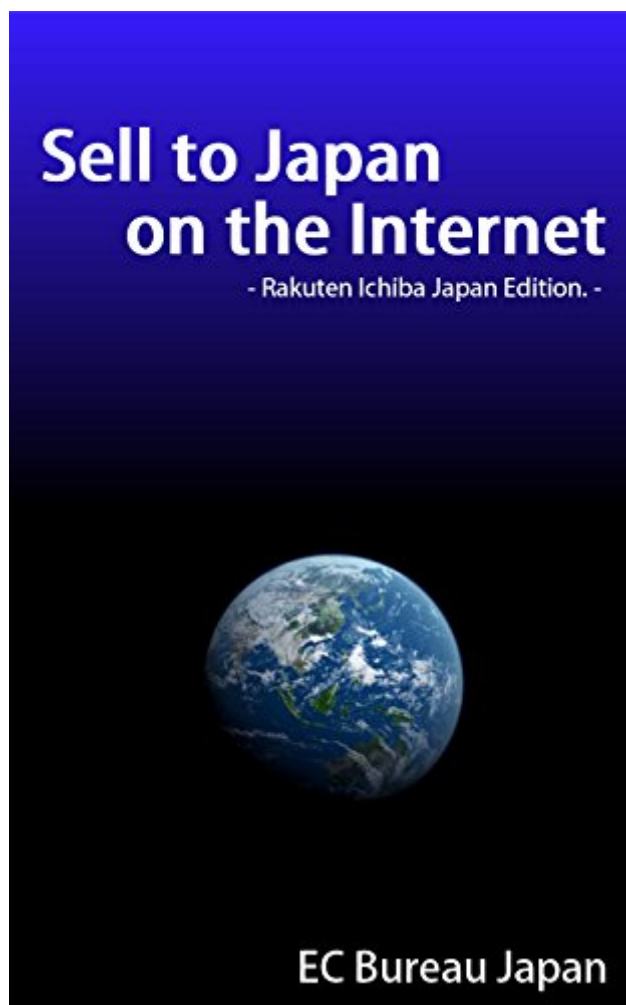


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Sell To Japan On The Internet -Rakuten Ichiba Edition-



Synopsis

The contents on this book are explanation of the way to sell it to Japan while considering a Japanese way of thinking. Although there are various ways, this book is introducing only the way to sell it using the Rakuten Ichiba. Rakuten Ichiba is the internet shopping mall most popular with Japan. But an enterprise in Japan oversea doesn't enter so much yet. There is little competition, so it may be a chance. Outline is as follows.

1. Introduction
2. Japanese psyche
3. Popular character of Japanese
4. Japan's largest Internet marketplace
5. Difficult conditions when you trade in Japan
6. The recommendation of using the Rakuten Ichiba
7. Outside Japan of stores already opened in Rakuten Ichiba
8. Products can not buy in Japan
9. How to use Rakuten Ichiba
10. Management Screen
- 10.1 Basic information setting
- 10.1.1 Store status change
- 10.1.2 Store detailed information
- 10.1.3 Settlement method
- 10.1.4 Delivery method
- 10.1.5 The consumption tax calculation method
- 10.1.6 Corporate profile page
- 10.1.7 A store manager's blog
- 10.1.8 R-Mail page
- 10.1.9 Wrapping
- 10.1.10 NOSHI
- 10.1.11 Gift check box
- 10.1.12 Delivery date designated
- 10.1.13 Delivery time information setting
- 10.1.14 Setting of reservation, regular purchase and buying club
- 10.1.15 Set to deliver tomorrow (by region)
- 10.1.16 Review settings
- 10.1.17 Mobile site display settings
- 10.1.18 Registration to the search engine
- 10.1.19 Announcement of the long vacation (Web)
- 10.1.20 Announcement of the long vacation (E-mail)
- 10.1.21 Shop logo management
11. Product registration
12. Store operation
- 12.1 Japanese translations of Address
- 12.2 API to order management
- 12.3 CSV to order management
- 12.4 Thanksgiving mail
13. Promotional advertising
- 13.1 E-mail magazine

[appendix] Japanese script to help you interact with the Japanese customer.

Postscript

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Customer Reviews

English is definitely off, but for anyone looking to penetrate the Japanese market, the insights are completely worth it. If you find another source, let me know, in the meantime just deal with the linguistic structure.

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