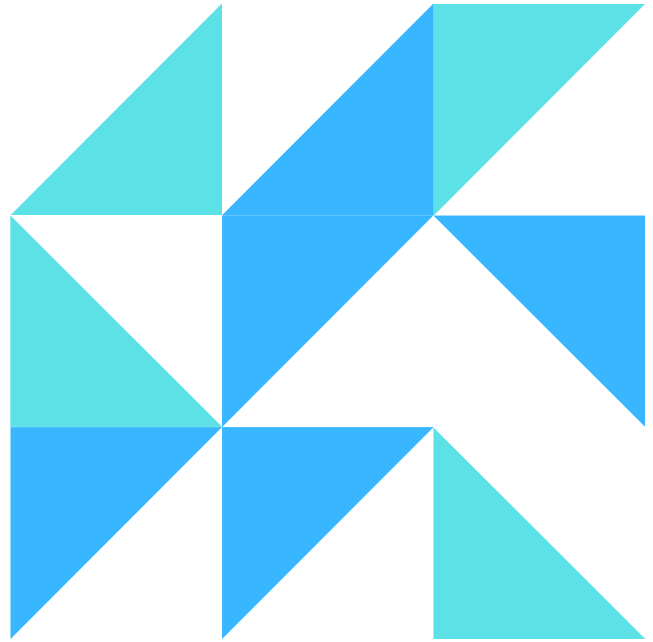




CASE STUDY

# Recognizing the Challenges in Entering the Japanese Online Printing Market



## COMPANY PROFILE

Online printing service provider that offers a range of products, including flyers, brochures, magazines, catalogs, and books. The company was founded in the UK in 2007 and has branches in the USA, Canada, and Australia.

## EXECUTION

- Identified and analyzed competitors, with a focus on companies that offer a complete online experience without requiring customers to visit a physical store.
- Gathered information about the entire process, from the order experience to product delivery, including screenshots, recordings, and comments translated into English. This also included prices for different types of orders, turnaround time, and customer reviews.
- Identified unique features of the Japanese market and provided advice to the client on the necessary changes and possible next steps needed to successfully expand into the market.

## CLIENT GOALS

- Evaluate the possibility of expanding operations to Japan and assess the market potential.
- Conduct thorough market research on potential competitors and analyze the online printing and general printing services landscape in Japan.
- Gather detailed information on the online comic, booklet, and magazine printing in Japan, including user experience, prices, turnaround times, and reviews, with a focus on local expertise and cultural immersion.

## RESULTS

- The market research revealed that there is a demand for online printing in Japan, with a particular interest in comic, booklet, and magazine printing.
- Identified several potential competitors and their strengths and weaknesses in the market.
- Provided the client with actionable insights and recommendations on how to enter the market successfully, including necessary changes to their business model, pricing, and marketing strategies.