

Dynamically optimise your operations for success

The right scale, at the right time

Many foreign businesses in Japan are not living up to their investors' expectations. One of the main reasons is that the initial business set-up is wrong.

Managers of small companies with 2 to 50 employees have to perform operational and administrative tasks, which generally require wide or specific expertise. These managers are overloaded with financial, administrative HR, reporting and other overhead and management tasks, which add little or no value to the business objectives, which should be primarily sales and service. The management regularly falls short either on the market side or the administration side.

On the other hand, many mid-sized operations in Japan exceeding 100 people, that are part of multinational corporations lack the leadership and expertise to manage these companies in the worldwide framework of a global corporation. Often, managers who would do a good job on the market-side, fail because they are unable to manage the complexity of global corporate culture, communication, governance and compliance.

In both cases, experienced local executives who deeply understand cross-border business are lacking and are very difficult to find in Japan. Especially in the time of Covid-19 the daily presence of a determined and clear local leadership is key to implementing measures quickly and effectively.

CBI has services and programs for both cases

- (i) We provide **European and Japanese External Directors and board members** with the cross-border expertise to manage your business according to your needs and take full responsibility for growth strategy creation and well-managed implementation. Highly-effective local management available on-demand to suit all situations.
- (ii) **Run your company:** CBI is already running virtual companies for clients, employing the exact resources required to create customer value and growth. All administration and management are handled by CBI. Some companies have placed the experts they need to show a capable presence in Japan in the CBI office to minimise overhead expenditure.
- (iii) **Downsizing and Turnaround:** Supporting you in deciding on and implementing the right structure.
- (iv) **M&A and partnerships:** Finding qualified partners to represent your business as agents or distributors or finding a company which you can acquire to gain the right scale.
- (v)

There are many possibilities, and CBI has the experience to find, implement and manage the best with you.