

# Small And Medium-sized Enterprises In Japan - Yanhui Zhang

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Japan is the second largest industry nation in the world. At the end of World War II Japan was in ruins and lagged far behind the industrialized and experienced western nations. However, it has managed to compete against almost all other countries in relatively short time without any appreciable help. The small and medium-sized enterprises (SMEs) as the main corporation form have played a crucial role for the country's miracle and development of the modern economy after the war, as large companies were all destroyed, people have lost their livelihood and world markets were shrinkage. Today, the small and medium-sized enterprises are still serving as the driving and dominant force for the domestic economy. According to JETRO (2002), the total number of small and medium-sized enterprises in Japan are 6.51 million, which represent 99.1 % of the total businesses (excluding primary industry); SMEs' contribution amounts to 81% of the total employment (excluding employment in the prime industries), 51.7% of the total shipment of manufacturing industry, 61% of the total sale in the whole sale and 78% in the retail. Clearly, the growth of the Japanese SMEs depends on several success factors, such as technologies, marketing skills, capital funds and effective resource management in the last four decades (Ohmea, 1982). However, some western countries like U.K. and France were using the same development strategy as Japan after the World War II, and their economies still declined dramatically competing with Japan. Therefore, there must be some special influential factors in the Japanese companies that are totally different from western models. This paper focuses mainly on the socio-cultural development of SMEs in Japan with typical Japanese characteristics and analyses the influential yet distinguishing success factors and their implications for the Japanese SMEs. The paper will further approach the socio-cultural disadvantages of the existing systems and the government roll for Japanese SMEs and draw conclusion in the last section. Author: Zhang, Yanhui Publisher: GRIN Verlag Illustration: N Language: ENG Title: Small and Medium-Sized Enterprises in Japan Pages: 00014 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638379342 Category: Business & Economics : Marketing - General

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