

STEPS Students Report

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The subject of my research work was students perception of vending machine business in Japan. In our home university we started a big project connected to the Japanese company named DyDo Drinco, inc. That is why I was working in University of Tokyo using the example of DyDo Drinco company. In more details I discovered the subject connected to vending machine design and packaging design of beverages inside these machines. I chose this topic in the first place because it is not sufficiently illuminated and because Japan is an advanced country in the cases of vending machines, for me it was so interesting to explore this subject exactly in Japan.

When I came to the University I got a student card, library card and the working place in the laboratory. I was also using the online library to gather more information about vending machine business. In general, I was focused on developing the questionnaire in order to collect and compare information from Japanese and Russian students. Questions for students were about using vending machines in every day life, about their attitude and why do they use vending machines, and then about design perception of VM and soft drinks. Besides, I was spending a lot of time in the laboratory to write the research paper I was also using university library to find helpful information. Moreover, my host professor Hatoyama sensei helped me to organize the meeting with the DyDo representatives in Tokyo office, so it was Director & Corporate Officer General Manager of International Business Department - Mr. Mamory Mitamura and Associate in International Business Department - Miss. Yuma Sakage. I prepared a couple of questions that were sent to representatives of the company in advance. When we met in the Tokyo office of DyDo company they immediately started to explain me everything connected to my topic. It was a very interesting meeting which greatly helped me to move forward in the subject and even to find new deep questions which I would cover in my research work.

During my stay in Tokyo professor Hatoyama sensei and students from the laboratory of School of Civil Engineering helped me a lot. I am very happy that I had a chance to study in the best university in Japan and that I met very nice and kind people who are real professionals in there fields. I am very thankful for our universities for such productive cooperation. I hope that connections from Japan will stay for a long time. The trip to Japan was very helpful for me in writing my research paper, I found and collected a lot of information, make a survey and met

with representatives of the company. Thank you so much for such an amazing chance and opportunity!