

STEPS Students Report

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From Sept. 18th to Oct. 19th, I stayed at School of Business, Moscow State University. During one month stay, I was engaged in a research project and field work.

A. Research Project

The aim of the project was to have a proposition to a Japanese company that sells Japanese products to Russians on the Internet. The team engaged in the project was composed of two Japanese and four Russians. I was a team leader, and I delegated tasks and initiated discussion. The meeting was held for two hours every Tuesday, and we discussed the current problem of the company, potential competitors and customers, projected sales and proposals. The final presentation will be at the end of Nov., and I am going to join the meeting online.

In the project, our client is ShopJapan.ru. ShopJapan.ru is a Japanese select shop that sells Japanese products to Russians on the Internet. It is run by AVANDA Corporation, which was founded by Mr. Hiroshi Maeda in May 2015. The company targets upper-middle customers and it sells high quality products procured by two ways.

- a. The Japanese SME manufactures producing high quality products then register their products at ShopJapan.ru to sell to Russian customers through ShopJapan.ru.
- b. AVANDA Corporation selects and procures unique products for the website.

ShopJapan.ru opened in Oct. 2016, but the sales are still low. The biggest reason was that its products do not match the needs of the Russian customers, so we suggested adding product line-ups including used cars and guitars. We also found that the root cause of the small sales was the lack of awareness, and we had three proposals to get potential customers aware of the website.

- a. PR on Instagram
- b. Offline Shop
- c. Use of Updated SEO

We were particularly sure that the offline shop would play an important role in promoting the products. We analyzed customer's buying process, and we found that the offline shop was a key because of the following reasons.

- a. Offline shop gets people aware of ShopJapan.ru, which leads more visits to the website.
- b. When people buy something online, they want to check the quality of the products,

especially when they are expensive. The offline shop will be the place where people go and see the quality.

After three weeks of the intense discussion, we made a presentation. Followings are the agenda for the final presentation.

- a. Concept of ShopJapan.ru
- b. Target customers
- c. Current product lineup and potential products
- d. Projected website design
- e. Promotion

B. Field Work

The field work was about research on Russian energy business.

During one month stay, I was thinking of visiting several companies as fieldwork. I was particularly interested in risk management of large energy business.

Before arriving at Moscow, I had literature reviews on the Sakhalin-2 project, an oil extraction project by Royal Dutch Shell and Japanese trading companies, and I visited Moscow office of a global consulting firm. I met two consultants, who had engaged in a global energy project, and had some discussion. Since this part was not the main point of the program and some information was confidential, I just attach a photo of the meeting.

