

You never get a second chance to make a great first impression

Here's how to make sure the first one counts

Business Bio

It's who you are and what you do

Taylor Consulting Inc.

B U S I N E S S B I O G R A P H Y



David Taylor

CEO, Taylor Consulting Inc.
Japan's leading I.T. Consulting company

Founded in 1987, Taylor Consulting Inc. (TCI) has become the leader in I.T. consulting and research in Japan. TCI utilizes proven strategies to produce innovative branding and marketing solutions for a wide range of Fortune 400 companies worldwide.

PROFILE

Name: Taylor Consulting Inc.
CEO: David Taylor
Industry: Information Technology
Established: July 1987
Location: Tokyo, New York, Beijing
After-tax earnings 2007: ¥88 billion
Employees: 1,675

Contact Taylor Consulting Inc.

Tel: (03) 5462 9875 Fax: (03) 5462 9877
E-mail: enquiries@tciglobal.co.jp
URL: www.tciglobal.co.jp

Business Innovator Fueling Asian

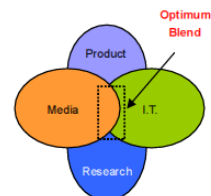
I.T. Consulting Sector Growth

How did a tiny company founded by a savvy British businessman in 1987 transform into Japan's largest I.T. consulting enterprise with global operations in Europe, China and the U.S.? And what is the secret formula behind the company's success that saw it pull in after-tax earnings of ¥88 billion in 2007?

Taylor Consulting Inc. (TCI) CEO David Taylor explains.

Who are you marketing to?

TCI targets companies looking to grow with the right outsourcing partner that can offer a large and experienced resource pool to deliver solutions that meet time and budgetary requirements.



What does your company do?

Taylor Consulting is an innovative, industry leader specializing in providing top quality I.T. consulting services that enable companies to plan, launch, monitor and improve I.T.-related marketing and branding projects.

What benefits can Taylor Consulting offer Clients?

- **APPLICATION DEVELOPMENT** – TCI provides end-to-end testing services to ensure that clients' projects perform to their defined specifications.
- Ability to leverage **APPLICATION AND MAINTENANCE SOLUTIONS** – to address the needs of industries such as banking, financial services, insurance, telecom, retail, transportation.
- **MANAGED SERVICES** – TCI offers flexible and scalable solutions that can be rapidly deployed, allowing for the realization of real business value and revenue growth.

What are your top selling products/services?

I.T. organizations are increasingly being asked to provide improved levels of service to clients. TCI's enhanced I.T. Automation and Infrastructure Management system has allowed the company to focus on clients' core and strategic initiatives to enable profitable re-deployment of personnel and resources. This has been a significant area of growth for the business since launch in 2005.

NOTE:

This is a **SAMPLE** only
All text, photos, images, etc.
can be tailored to meet your
requirements.

2 SPECIAL OFFERS

Order any Business Bio within 30 days and receive

1/ Business Grow's exclusive Business Marketing Weapons

- brochure showcasing 6 fully customizable tools that can put your company in front of virtually any potential customer, and....

A Business Bio can:

- ✓ Showcase yourself, your company, products and service
- ✓ **Promote any product, service, person, campaign or program to virtually any potential customer, partner, investor or media**
- ✓ Make a powerful first impression with potential customers
- ✓ Underline your skills, achievements, credibility and experience
- ✓ Be distributed at networking events, conferences, meetings, etc.
- ✓ Reinforce your credibility and help you seal that next business deal.



2/ Business Grow will donate ¥5,000 to the charity, environmental or community group of your choice.




Entrepreneur Association of Tokyo
Tel: (03) 5336-9236
E-mail: info@ea-tokyo.com
URL: www.ea-tokyo.com

DECEMBER 2005

Shared Learning for
Faster Business Growth

Expert Insight

Revving up your Corporate Communications

Effective corporate communications is vital for a business regardless of whether it is used to promote new products or strategies, talk with the press, or communicate with stakeholders and customers. One business that has turned good communication into an art form is Nissan Motor Company Ltd., Japan's second largest and arguably most competitive automobile enterprise. Under the leadership of CEO Carlos Ghosn, Nissan's top-line rise from the ashes has captured the hearts and minds, but also hundreds of thousands of advertising and media time and headlines worldwide.

Business reporter **Jonathon Walsh** spoke with **Simon Sprule**, Vice President of Communications at Nissan, to uncover some of the company's corporate communications secrets that, with a touch of creativity, can empower entrepreneurs to effectively promote their businesses and communicate with customers.

Providing stakeholders with timely information

Nissan needs little introduction. The automaker's stunning turnaround from out of a spiraling black hole of debt, poor employee morale and plummeting global market share into a high-growth, highly profitable, efficient car-making machine has captured headlines the world over.



Nissan's Fairlady Z Roadster two-seater convertible with power-operated soft top.

The mission of Sprule's department is global communications, sustainability and investor relations. "Our goal is to provide key stakeholders with timely information about Nissan and its brands that allow them to make informed decisions concerning our company and its products. Speed, relevance and trust are at the core of all communications at Nissan."

Key departmental responsibilities include media, analyst, and shareholder relations, crisis and employee communications, corporate citizenship, media activities, motor shows, product launches, publications, websites, broadcast media services and event management.

"On the global communications side, our principle tools are the website, press releases, media presentations, media, analyst & shareholder events, speeches, conference presentations, and other activities."

PTO...



"Speed, relevance and trust are at the core of all communications."

10-SECOND BRIEFING

INDUSTRY: Automobile
LOCATION: Chuo-Ku, Tokyo
ESTABLISHED: 1933
KEY SALES 2004: ¥8,576.3 billion
OPERATING INCOME 2004: ¥961.2 billion
EMPLOYEES: 183,607

EXECUTIVE IMPACT

Executives on the Cutting Edge of Japanese Business

PM-Global
Creating Project Success



Entrepreneur Association of Tokyo
Tel: (03) 5336-9236
E-mail: info@ea-tokyo.com
URL: www.ea-tokyo.com

FEBRUARY 2006

Revolutionizing Program Execution

How did a small Tokyo-based project management company reach the stage where they now enjoy 80% repeat business with some of the biggest names in the Japanese business arena?

It was only late in the last decade when many companies in Japan saw little if any need for outsourced project management (PM) services. But that attitude was rocked to the core when YJK – the so-called "Millennium Bug" – drove thousands of companies the world over to purchase outsourced PM services to guarantee their Y2K projects were seen up right before midnight 2000.

Then, only two short years later, writes business reporter **Jonathon Walsh** in this report about a growing Tokyo-based project management company, the necessity of PM spread as way into the consciousness of the business community again.

As if by fate, the fiasco that surfaced in early 2002 resulting from the merging of three Japanese banks into Mizuho Holdings underscored the critical importance of PM. The prime cause of the glitches that plagued the launch of Mizuho was inadequate project management, says **Jim (Coach) Hunter**, Senior Partner at PM-Global.



Partner of Tokyo-based PM company **PM-Global**. "There was more politicking going on among the three entities than project management. With proper project management using defined international guidelines, those kinds of problems do not occur."

Enabling companies to experience project success

With more than 25 years in the I.T. industry in many countries and a 3-year stint (1997-2000) as Senior Project Manager for an IT consulting company in Tokyo, Coach co-founded PMP Japan with two other partners in June 2001. The company name was changed to PM-Global in 2005 to reflect its status as a rapidly growing global PM service provider.

Why are PM-Global's services important for businesses? "It's fairly common knowledge in Japan and around the world that people in organizations have trouble effectively and successfully conducting projects of any sort in accordance with requirements, scope, budget, and time frame," Coach says. "So, our service is to provide the opportunity

PTO...

10-SECOND BRIEFING

INDUSTRY: Project Management Services
LOCATION: Tokyo, Japan
ESTABLISHED: June 2001
SENIOR PARTNER & REPRESENTATIVE DIRECTOR: Jim (Coach) Hunter
COMPANY TYPE: K.K.
EMPLOYEES: 16 full time plus 6 freelance consultants

CORE SERVICES:

- On site Project Management
- Advanced Project Management Consulting
- International & PMP Certification Training
- Custom Training Solutions
- Business Process Management
- P (Program, Project, Portfolio) Organizational Maturity

Presentation profile

Jonathon Walsh
Director – Business Grow

Business Sustainability

Setting Up a Sustainable Business CSR Strategy



Thanks for coming!

I appreciate you taking time out from your busy schedule to be here today.

2015 has been an exciting year for Business Grow – we're ramping up activities and building new strategies to support companies to produce their own on-site food supplies and to build safety nets against the ever-increasing threat of natural disasters.

These risks are easy to overlook and are not addressed by many in the business community. Business Grow has identified new potential threats to local and national food supplies and is embarking on a campaign to expand awareness and help companies create their own customized mitigation strategies.

Today, I'll be elaborating on 25 ideas, concepts and strategies to help companies build food safety nets to better cope against the ever-present threat of natural disasters. I will also be discussing:

- How to set up a food-based CSR strategy
- Keys ways to leverage food donations for PR and other purposes

Also, if you get time, I would greatly appreciate you taking part in our **short survey** (see above right). All participants can receive some great business tools for their time.

Please enjoy, and thank you again.

Jonathon Walsh
→ On LinkedIn → Bio

Presentation profile produced by Business Grow. info@businessgrow.net

FAST FEEDBACK

As a continuation from this seminar, we would love to receive your feedback!

Q1: What one thing can we improve about our strategy?
Q2: What security threats are you currently concerned about?

REPLY AND RECEIVE

Any 1 product from Nov. 1-31 shown on page 1 of Business Grow's November 1st issue, worth up to 75,000 yen.

- receive 10% discount off
- Business Bio
- Business Dashboard
- Corporate Sustainability Profiles

Click [here](#) for more information.

5% of profits go to Second Harvest Japan food bank

To take advantage of this special offer, please send survey answers to: info@businessgrow.net

Products

We provide a range of off-the-shelf and customized tools and strategies to market customer companies to virtually any potential customer, partner, media and investor.

- Professional writing and editing services
- Customized business promotion tools and strategies
- Business sustainability, urban farming, CSR services

Latest activities

July: New security software rollout
Aug: Client conference, Singapore
Sept: BQ launched new Teacher Practice urban farming program in Korea

Key achievements

- Over 350 articles published, including 14 cover stories through 17 printed and digital media throughout Asia.
- Direct: Jonathon Walsh written 7 books and interviewed CEOs, Ambassadors, entrepreneurs, top sports people, NPO executives, and others.

Case studies

[M&S \(retail\)](#), [Mitsubishi & Partners](#), [Mitsubishi & Partners](#)

Press releases

[New urban farming business launched](#)
[Japan's first food safety net program](#)

Business Grow ONLINE

Who we are: Products & services
Client list: Why Business Grow?
Urban Farming: Sustainability

Business Bio

BusinessGrow

Business promotion | Writing & editing | Sustainability



Your Name

About Business Grow

Business Grow is an innovative Tokyo-based company specializing in providing professional writing, editing, business promotion and sustainability services.

To date, Business Grow has placed more than 350 articles in Asia-based media, and assisted businesses as diverse as Toyota, Nissan, NTT DoCoMo, JR East, Hitachi, Microsoft, BP and others with customized newsletters, articles, editing and other services.

Points of difference

- Impact – Our exclusive range of innovative business promotion tools, packages and professional writing and editing services will help you promote your business to virtually any potential customer, partner, media or investor using incentive marketing, traditional & social media and other methods.
- Extensive media experience
- Consumers into producers

Our urban farming program is turning consumers into producers by teaching people how to grow healthy food.

KEY BUSINESS AREAS

Customized business promotion tools and strategies	Professional writing and editing services	Urban farming, sustainability, CSR services
--	---	---

Let our comprehensive range of innovative business and personal marketing tools help you promote your company to virtually any potential customer, partner, media or investor.

Our extensive experience in providing top quality business articles, press releases, business brochures, advertorial and website text can help you promote your business to target customers.

Our exclusive range of training, advice, consulting services and resources helps our customers boost self-sufficiency and grow healthy food on site.

KEY ACHIEVEMENTS

- Promoted more than 350 companies and individuals through 17 printed and digital media throughout Asia.
- Had over 350 articles published – including 14 cover stories – based on interviews with CEOs, Ambassadors, NPO executives, top sports people, entrepreneurs, entertainers, and others.
- Bolled 5,000+ files – including PR, IR and other documents – for some of the world's largest companies.
- Taught key sustainability and food production skills to hundreds of school children, teachers, parents, PTA members and business people.
- Launched fundamental food production methods support program.
- Donated fresh food.

CONTACT US

Jonathon Walsh
E: info@businessgrow.net
U: www.businessgrow.net

LEARN MORE

Corporate profile	MAIN WEBSITE	Clients
Products & services	Business dashboard	Sustainability services

Business Bio – Snapshot

- Use to promote an individual, a company, products, services and training programs
- A4-size 2 pages Q&A or article format
- Delivered in print, text and pdf formats
- English or Japanese (charged extra)
- Custom-designed, professionally edited
- Any color and design
- Many different styles available

To view more Business Bio samples, click [here](#).

Business Bios are one of the hottest new ways available today to promote yourself, your business, products and services.

What is a Business Bio?

These eye-catching 2-page, A4-sized products carefully blend head-turning graphics and design work with a professionally written **business biography**.

A Business Bio reviews, highlights and underlines your credibility, achievements, skill set and experience to make you and/or your company more attractive to customers, clients, affiliates, partners and investors.

Allow Business Grow's team of skilled and widely published writers to present yourself and your company's key sales points in an effective, memorable and articulate way. We can summarize your entire business and website clearly and succinctly into one eye-catching document that can sell you and your business.

How can a Business Bio benefit me?

- ✓ **Strengthen your credibility** in the market with a stunningly presented biography underlining your skills, achievements and experience.
- ✓ **Use in marketing campaigns** to market specific products/services.
- ✓ **Use as direct mail enclosures**, to enhance press releases, tenders, etc.
- ✓ **Use a Business Bio to showcase your products/services**, success stories, case studies, client lists, key achievements, company history, etc.
- ✓ **Send directly to magazine, newspaper and website editors** to encourage them to publish an article about your business.
- ✓ **Self-introduction:** Send your Business Bio ahead of yourself as an introduction before you travel to meetings with potential clients.
- ✓ **Distribute at trade shows, seminars, conferences, meetings.**
- ✓ **Use in your Press/Media Kit, corporate and in-house newsletters.**
- ✓ **Translation service available** to enable you to market to Japanese customers (extra fee charged).
- ✓ **Available in a range of stunning customizable designs and colors.**

Are there different versions of Business Bio?

- Yes. 1/ Business Bio-PRO – (Article style)**
2/ Business Bio-DATA – (Q&A format)

- "Business Bio newsletters are really impressive. That is one of the best uses of design and color for an Acrobat article that I have ever seen. And the content makes you want to keep reading." **Michael U., Tokyo, Japan**
- "The Business Bio about Nissan Corporation is a great article! Extremely professional, a pleasure to read and very informative." **Zack V., Tokyo, Japan**

It's your Bio. It's your story.

To discuss how Business Bios can further boost your credibility and your business, **contact Jonathon Walsh** at info@businessgrow.net

Make the decision to share your success today!

Facts at a glance

Business Bio can be customized to promote:

- | | |
|----------------------|--------------|
| 1/ An individual | 2/ A company |
| 3/ A product | 4/ A service |
| 5/ Training programs | 6/ Resume |

VERSION PRICES:

- Please inquire.

YOU RECEIVE:

- 1/ Pdf and text versions of Bio
- 2/ 25 full color printed copies
- 3/ Presentation folder

TopTech Informatics
 Leveraging Offshore Software Development

Biju Paul
 Chief Executive Officer
 TopTech Informatics

Founded in Japan in 2003 with a vision to provide companies with innovative information technology services located in Japan, TopTech Informatics has grown into a leading provider of IT services and solutions. The company's success is a testament to the quality of its services and the dedication of its team.

FACT SHEET

TopTech Informatics
 Industry Information Technology
 Established: 2003
 Locations: Japan, India, USA, UK, Australia, etc.
 Employees: 20

Biju Paul, CEO
 Launched TopTech in 2003, Biju Paul has over 10 years of experience in software development and IT project management. He has led several successful projects for clients in various industries.

Business Bio-PRO

Business Bio-PRO
 Business promotion | Writing & editing | Sustainability

About Business Bio
 Business Bio is an innovative "three-part" company operating in providing professional advice, writing business proposals and sustainable services.

KEY BUSINESS AREAS

- Customized business promotion books and strategies
- Professional writing and editing services
- Urban farming, sustainability, CSR services

KEY ACHIEVEMENTS

- Had over 100 articles published in various media outlets
- Received several awards and recognitions
- Launched several successful projects

CONTACT US
 Jonathon Walsh
 info@businessgrow.net

LEARN MORE
 Corporate profile, Products & services, Business dashboard, Sustainability services

Business Bio-DATA