



Smart BUSINESS

April 2015 Issue 565

Professional editorial, writing and
business promotion services

Keeping you informed about Business Grow's news and developments

ABOUT SMART BUSINESS

As either a staff member, investor, partner or affiliate, we're sure you will want to know how business is developing.

Smart Business monthly newsletter keeps stakeholders informed by delivering information about Business Grow's latest news, innovations, technologies and staff movements.

Smart Business features informative articles, departmental and industry news, achievements, environmental developments, blogs and more from the people working hard to keep the business growing.

Welcome.

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Message from the president

How can we use corporate communications to promote our business more effectively?

Effective corporate communications are vital for a business regardless of whether it is utilized to promote new products or strategies, talk with the press, or communicate with stakeholders and customers.

Business Grow president **Michael Nash** discusses a range of corporate communications strategies that can empower business professionals to more effectively promote their companies and communicate with customers.

→ [Read article](#)



Business Grow
president **Michael Nash**

Top news this month

Building a successful company with no money

Since Business Grow opened its doors in 2003, the company's headcount has surged from three to 250. In January, the business notched up US\$1 billion in sales, an amount that was only a dream just a few years ago. How is the future looking and what strategic initiatives are in the works to ensure we get there?

→ [Read article](#)

Core Data: The importance of sales points

Identifying a company's sales points is an essential first step to creating an effective marketing strategy. How can sales points – the factors that really make a business stand out from the crowd – be identified?

→ [Read article](#)

Marketing: The push to expand into Asia

Business Grow is expanding into Asia – first stop is Singapore! Here's 10 key things we're keeping an eye on to ensure our market entry is a smooth one.

→ [Read article](#)

QUICK LINKS

NEWS

[Japan Times](#)

[Yomiuri](#)

[Bloomberg](#)

[CNN](#)

[Financial Times](#)

[BBC](#)

MARKETS

[BUSINESS GROW](#)

[website](#)

[Facebook](#)

[Twitter](#)

Japan business spotlight

2

January was a busy month for our Japan operations. Here's the latest news and developments.

Business Grow develops marketing database

In an exciting new development, XYZ Corp. has launched a powerful new marketing database that just might be the answer to a problem that has been plaguing the communications industry for nearly 2 decades – how to combine marketing databases in different countries and get them to 'talk' – without talking back.

XYZ Corp. CEO **Patrick Smith** describes the innovative development as a "game changer."

→ [Read article](#)

Seminars and events we participated in....

2/1: Japanese Chamber of Commerce

Sales director **Jeff Clifton** spoke about sales opportunities in the sector.

9/1: Executive Forum

Finance director **Mika Tan** spoke about J-SOX challenges.

16/1: Tokyo Chamber of Commerce

Marketing director **Michael Taylor** outlined sector strategies for 2015.

Ongoing uptick in media services sector

Before any start-up venture can set sail, it must first find a way to raise money. To find out how, more than 260 business people packed Tokyo Business Concourse held on June 7 to hear the advice of investors **Michael Yee** and **David Taylor**, venture capitalists who have helped finance numerous Japanese start-up companies.

In a panel discussion moderated by **Mitch Cancock**, a former business consultant, Taylor and Yee took turns sharing their start-up experiences and counseled audience members on how to keep afloat in Japan's turbulent entrepreneurial waters.

→ [Read article](#)

QUICK LINKS

CHAMBERS OF COMMERCE

[BCCJ](#)

[ACCJ](#)

[CCCJ](#)

[ANZCCJ](#)

[JCCI / JCCNC](#)

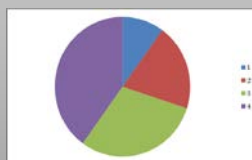
[GCCJ](#)

[CCIJE](#)

[ICCJ](#)

[Japan Corporate News](#)

JAPAN SALES SUMMARY



Japan sales jumped 46% in January with corporate advertising driving the largest sector increase.

SPECIAL OFFER



Creating a High Performance Press Kit

This comprehensive e-book clearly explains how to create a press kit, key components to include, and how to be prepared to supply it to the media to help you gain valuable publicity.

To obtain your **FREE** copy – simply e-mail info@businessgrow.net and request it.



Focus on

Communications



Innovation Fueling Asian Communication

Consulting Sector Growth

Communication is a key to continued business success, and how effectively a business carries out this task can be the difference between success, stress or outright failure.

Smart Business sat down with Corporate Communications Executive Vice President **Kenneth Taylor** to dig up how his department has been instrumental in pulling a **¥88 billion profit** out of the bag in 2014.

What does your department do?

The corporate communications (CC) department is an innovative section specializing in providing top quality corporate communications consulting services that enable companies to plan, launch, monitor and improve marketing and branding projects.

What does your team focus on?

- **APPLICATION DEVELOPMENT** – The CC department provides end-to-end testing services to ensure that clients' projects perform to their defined specifications.
- **MAINTENANCE SOLUTIONS** – to address the needs of industries such as banking, financial services, retail and transportation.

Who are you marketing to?

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

What are your top selling products/services?

Companies across the board are increasingly being asked to provide improved levels of service to clients. Our enhanced I.T. Automation and Infrastructure Management system has allowed us 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 Business Grow since launch in 2005.

Kenneth Taylor

Corporate Communications
Executive Vice President

Responsible for:
shaping Business Grow's corporate message

Team size:
36 throughout Japan

Joined Business Grow:
2008

New Product Focus

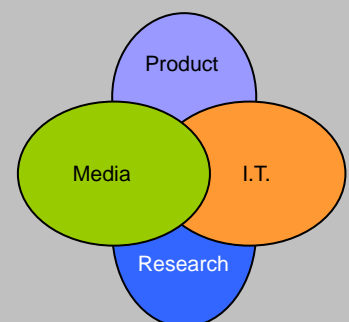


Business Dashboard

The answer to optimizing presentation of larger websites in a smaller, more user-friendly package. → [More](#)

Media Mix

Selling the message



The corporate communications department provides a customized mix of the above four zones to help clients better promote their brands. Clients can tailor the proportions to their business needs.

Offshore business spotlight

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Offshore sales grew 22% in January. Find out what drove the surge.

Why Singapore is a valuable new market

Fronting the backroom action of **Business Grow** is **communications manager Mitchell Kato**, whose skills and marketing savvy have helped take the company to new heights since he joined in 2012. Known as the “Corp Comms King of Japan,” Mitchell is a driving force behind the phenomenal growth of the Tokyo-based corporate communications business, which, since its founding in May 2002, has grown to the point where it now controls 45% of the market.

→ [Read article](#)



Blasting a path into the future

Since its founding, Business Grow has been one of the leaders in bringing US-style corporate communications to Japan. Business Grow utilizes a unique branding strategy to brand products through traditional and social media to drive direct response sales and profits to its in-house call center and Internet site. Business Grow's corporate culture and Western and Japanese management focuses on implementing best practices from Japan and the rest of the world. How did Business Grow's founders get this far? Well, that's almost an advert in itself.

→ [Read article](#)



Big win in Beijing

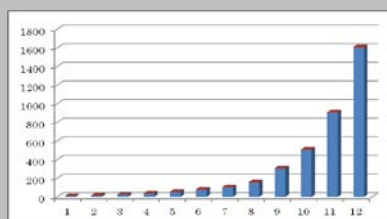
The Asian Market Development department won big in January. After a new lead identified a potential large new customer in Beijing in the ever-growing Chinese market, department manager **Ken Thomas** took the initiative. As initial talks led to further meetings, the team knew they were on to something big. They were right. Ken and his team secured a multi-million dollar contract with Asia Simtel that will require focused effort but have significant payoff later in the year when the Asian giant unrolls their new communications portal, 'X-Gen'.

→ [Read article](#)



OFFSHORE SALES SUMMARY

Offshore sales have steadily climbed throughout the year from near zero in January to over \$700,000 in December. Forecasts are for continued double-digit growth.



QUICK LINKS

Business Grow overseas offices -

- > [Beijing](#)
- > [Tokyo](#)
- > [Singapore](#)
- > [Hong Kong](#)
- > [Malaysia](#)
- > [Kuala Lumpur](#)
- > [Vietnam](#)
- > [India](#)

Executives in focus

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Meet the 3 new executives who joined our team this month.

Rachel Taylor, corporate communications

Fronting the backroom action of **Business Grow**'s rapidly growing media readiness department is new corporate communications manager **Rachel Taylor**, whose skills and marketing savvy helped boost her previous company's profits 20-fold. Coming from a background in media and communications in Canada and a range of countries throughout Asia, Rachel brings a wealth of experience and a nose for a marketing edge. She first cut her teeth in the competitive media market in Vancouver in the late 90s where she scooped up a number of media communications awards.

→ [Bio](#) → [Department profile](#)



Michael Kitchener, corporate training

Since kicking off his career in the mid-90s, new corporate training manager **Michael Kitchener** has been a key innovator in upskilling the leaders of tomorrow. His unique course creation and teaching methodology have helped prepare more than 1,000 CEOs and other top-level executives to reach for the sky in their respective sectors. Michael is keen to bring his talents to boost Business Grow's talent stock and help staff "become better than the best." Look out for more information about Michael's training sessions soon.

→ [Bio](#) → [Department profile](#)

Ichiro Yamada, domestic marketing manager

Ichiro Yamada kicked off his marketing career with a Fortune 500 company straight out of Tokyo University and brings his wealth of domestic experience to Business Grow.

Ichiro's skills are drawn from experience in media, advertising and public relations in Tokyo, Osaka and Kyoto. With an eye for a niche market and a subtle and well-honed nose for cultural nuances, Ichiro will be supporting Business Grow's domestic marketing efforts to grow revenues in the face of a steadily shrinking market.

→ [Bio](#) → [Department profile](#)



QUICK LINKS

- > Executive team bios
- > Executive training
- > Staff by department
- > Company history

Asian business conference [video]

Business Grow Asian managers discuss progress at the 2014 company conference in Tokyo, Japan



Sales update

Information, facts and figures.

6



Sales – how our customers help us sell

In what ways could the normally staid, sterile environments of hospitals require effective corporate communications? Actually, probably more than you might imagine.

Jackson Taylor, Vice President for Administration and Director of Yoshida Medical Center, describes how Business Grow's innovative, patient-centered communications solutions could help hospitals everywhere present a more inviting image.

→ [Read article](#)

Optimizing sales in a growing market

When sales are already heading north, are there ways to make them fly – literally – off the charts?

Business Grow sales manager **Elaine Goh** discusses strategies her department has used to activate the sales afterburner.

→ [Read article](#)

Venture funding

Before any start-up venture can set sail, it must first find a way to raise money. To find out how, more than 60 businesspeople packed Osaka's Business Forum to discover 25 ways it can be done.

→ [Read article](#)

Business Grow sales and investor data

SALES PERFORMANCE

2014: [Q1](#) [Q2](#) [Q3](#) [Q4](#) [FY2014](#)

2013: [Q1](#) [Q2](#) [Q3](#) [Q4](#) [FY2013](#)

2012: [Q1](#) [Q2](#) [Q3](#) [Q4](#) [FY2012](#)

SALES: Japan / Offshore

[2014](#) [2013](#) [2012](#) [2011](#)

REPORTS

> [Corporate Profile](#)

> [Annual Report 2014](#)

> [Annual Report 2013](#)

What's working

When sales are already heading north, are there ways to make them fly – literally – off the charts?

→ [Read article](#)

Sales afterburner

When sales are already heading north, are there ways to make them fly – literally – off the charts?

Sales manager **Elaine Goh** discusses strategies her department has used to activate the sales afterburner.

→ [Read article](#)

Sales Manager
Elaine Goh



Eco news, articles and businesses focused on helping the environment!

In case you missed it

- [Modi Shifts on Climate Change With India Renewables Goal](#)
- [Sweden is Now Recycling 99 Percent of its Trash. Here's how.](#)
- [World's Largest Indoor Farm is 100 Times More Productive](#)
- [Toyota will make 5,600 hydrogen fuel cell patents available for free](#)
- [Welcome To America's Only "Organic City"](#)
- [Grow Food Year Round With Radically Sustainable Passive Solar Greenhouse](#)
- [The way we think about charity is dead wrong](#)

Business Grow supporting urban farming initiative

On 16 July, **Jon Walsh**, director of urban farming company [Business Grow](#) delivered 3.5 kgs of fresh, near-organic vegetables – including 100+ tomatoes, mizuna, spinach, pak choi and cucumbers – to [Second Harvest Japan](#) food bank on behalf of TIS as part of a 'Grow For Good' program.

This food-focused strategy encourages schools and businesses to grow food on site and donate a portion to community groups. "Collaborating with Jon on the TIS garden was an amazing experience for all," the school founder said. "Living in Tokyo, children do not have much opportunity to connect with nature and nurture something to life."

➔ [Read article](#)



Making Every City Sustainable

A bold vision and workable solutions for how we can all create more sustainable families, communities and cities in ways that will mitigate the effects of climate change in the years to come.

➔ [Read article](#)

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CSR REWARDS

An easy-to-use, clip-on corporate social responsibility system that efficiently spreads financial benefits among environmental, community and charitable organizations, and helps businesses like yours sell more. > [Info](#)

To obtain your **FREE** copy – simply e-mail info@businessgrow.net and request it.

QUICK LINKS

[How To Get What You Want Without Paying For It](#) – Six ways to get off the grid, boost self-sufficiency, save money, and help the environment.

[Making Every City Sustainable](#) – A vision of how to create more sustainable families, communities and cities.

FACING CLIMATE CHANGE – United We Stand, Divided We Die

Two-part special report presents:

1. The key impacts and challenges we face as a result of climate change, and
2. Practical solutions and strategies that can be implemented at a local level by individuals, households and communities to help people cope, thrive and survive the impacts of climate change. > [Part1](#) > [Part 2](#)

Importer bringing organic products to Japan

Organic produce has taken hold in many countries around the world, and sales are now gaining strength in Japan.

However, to boost sales, many organic food importers are realizing they have to present a better image of naturally grown produce. Many are turning to Business Grow to help them create a story – and polish the image – of the natural food they want their customers to put on their plates.

In this informative article, Business Grow brand manager **Glennys Hicks** outlines key strategies organic importers are adopting.

➔ [Read article](#)

The corp comms sector saw a number of innovative new developments. Here's a sampling.

New communications database launched

2/1: TOKYO –

In an exciting new development, XYZ Corp. has launched a powerful new database that just might be the answer to a problem that has been plaguing the communications industry for nearly 2 decades – how to combine marketing databases in different countries and get them to ‘talk’ – without talking back.

XYZ Corp. CEO **Patrick Smith** describes the innovative development as a “game changer.”

➔ [Read article](#)

Powerful media research tool coming online in July

10/1: OSAKA –

In an exciting new development, XYZ Corp. has launched a powerful new database that just might be the answer to a problem that has been plaguing the communications industry for nearly 2 decades – how to combine marketing databases in different countries and get them to ‘talk’ – without talking back.

OPQ Corp. CEO **Mitch Taylor** describes the innovative development as a “game changer.”

➔ [Read article](#)

Re-designing business to better target clients

15/1: TOKYO –

In an exciting new development, XYZ Corp. has launched a powerful new database that just might be the answer to a problem that has been plaguing the communications industry for nearly 2 decades – how to combine marketing databases in different countries and get them to ‘talk’ – without talking back.

ABC Corp. CEO **Michelle Smith** describes the innovative development as a “game changer.”

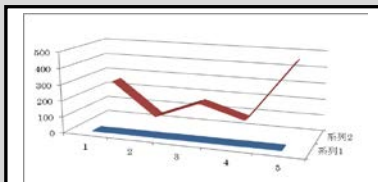
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QUICK LINKS

- [Japan Business News](#) (JBN) Daily news updates about businesses in Japan
- [Japan Market Indicators](#)
- [JASDAQ](#)
- [J-Market Forecast](#)
- [Japan Ventures](#)

INDUSTRY SALES SUMMARY

Japan sales jumped 46% in January with corporate advertising driving the largest sector increase.



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SMARTBusiness

Affiliate Program

THE SMART WAY TO GROW YOUR BUSINESS

User Guide

Benefits:

- ✓ Expand your customer base by selling through other peoples' networks
- ✓ Recruit extra salespeople to sell for you without paying extra salaries
- ✓ Increase earnings as others sell your products and services
- ✓ Earn middle commissions by selling for others
- ✓ Zero/low initial setup costs and quick to launch
- ✓ Boost your product/service range with zero development time or costs
- ✓ Complete turnkey system – all instructions, letters and templates included
- ✓ Foster cooperation, not competition – generate offers on how promote you
- ✓ Expand your network and sell more at the same time
- ✓ No cold calling and no magic tricks

BUSINESS GROW

e-mail: info@businessgrow.net
URL: www.businessgrow.net

An easy-to-implement system that helps users create an affiliate network and boost revenues by selling through other peoples' networks, stimulating B2B cooperation, and expanding the product/service range users offer

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Mike from Accounting

