

【White Paper】
Entering the Japanese market



Agenda

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1. PROJECT APPROACH

P 02

2. SASAL, INC.

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PROJECT APPROACH

SCOPE

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Those are the scope of the service ; if you'd like to add other jobs, please feel free to ask us.

No	Title	Goal	Info
1	Business Model Creating	Submit three types of strategy based on the current business model by using PowerPoint.	As a quick sales getting, SASAL, INC proposes the three quick business models creating as a strategy consulting firm.
2	Proof of Concept	Get the one sales.	SASAL, INC review to the proof of concept. SASAL, INC recommends proceeding with the service after getting the one sales. Based on the client's demand, SASAL,INC proceeded with the step without getting sales.
3	HP recreating	Add a single page for the new service. Install Google Translate into WordPress.	If your corporation makes HP WordPress, SASAL, INC, quickly add the translation plugin using Google Translate. When you would like to translate more right, SASAL estimates the cost.
4	Office lending	Set up the office as a business.	You can choose the office (Virtual, Physical, etc.), and when you choose a physical office, the reform fee is not included.
5	Corporate Building	Able to see your corporation status on the government site in Japan. https://www.houjin-bangou.nta.go.jp/	By using the money forward, SASAL, INC proceeds with the process of corporate building. SASAL, INC creates the corporation instead of your corporation. The details page provides more details.
6	Open Banking	Able to open the one bank.	SASAL, INC try the MUFG or SMBC or Mizuho(the high level in Japan like Chase). And if you couldn't open other local or web banks(Aozora, others).
7	Recruiting	Hire or retire the hiring based on the client demand. Max term is one month or 100 candidates.	Using LinkedIn SASAL, INC helps with recruiting. After the deadline, clients are able to proceed with the process after contracting again.
8	Visa Process	Finish the visa for all employees.	If clients send employees from the headquarters, employees need to get a visa.
9	Accounting in Japan Initial Setting	Set up Dynamics365.	Using Microsoft Dynamics 365, SASAL, INC. does the accounting in the US and Japan. The running cost will change based on the D365 plan. If you need other tools please feel free to tell us.

PROJECT APPROACH

COST

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Those are the costs, and by customizing them, you can start the business in Japan. The running cost needs to be contracted and paid directly with the client. To trust the relationship, after payment of the initial cost, SASAL starts the process.

No	Title	Cost			Info
		Initial Cost	Result Reward	Running Cost	
1	Business Model Creating	\$ 15,000	-	-	-
2	Proof of Concept	\$ 4,000	-	-	-
3	HP recreating	\$ 3,000	-	Maintain Current Cost	-
4	Office lending	\$4,000	10% (from office lending initial fee)	\$ 20 ~	When you need reform, you need to pay additional.
5	Corporate Building	\$ 8,000	-	Register Fee \$1,800- Capital Fee(from 1\$) Tax Fee etc.,	-
6	Open Banking	\$ 3,000	-	-	Try two Banks (The additional fee is \$300- / bank). SASAL, INC uses MUFG Bank.
7	Recruiting	\$ 5,000	\$1,000 -/person in first meeting	Salary and Insurance, etc.,	The client needs to handle the actual recruiting process. If the client wants to ask SASAL, INC, we will estimate again.
8	Visa Process	\$ 5,000	\$ 15,000/person	-	-
9	Accounting in Japan Initial Setting	\$ 5,000	-	\$100 - / person (D365 License Fee)	-
	Total	\$ 52,000	-	-	-

PROJECT APPROACH

Timeline – Pattern2/Need to brush-up the business model

In this project, the Client and SASAL will hold the meeting per hour to stand on the same understanding. Those are the example of the timeline that is based on the client process.

No	Title	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th	9 th	10 th	11 th	12 th
1	Office lending												
2	Corporate Building												
3	Open Banking												
4	HP recreating												
5	Business Model Creating												
6	Proof of Concept												
7	Recruiting												
8	Visa Process												
9	Accounting in Japan Initial Setting												

PROJECT APPROACH

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Next Action

The following next actions are planned after adjustments based on this proposal.

Not Started	In progress	Completed
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No	Title	Detail	Responsible	Due	Status
4	Project Ongoing	Proceed with the project based on the Project Contract Scope. If the client widens the scope, SASAL, INC does that After contracting the Additional Project Contract.	Clients and SASAL, INC	Follow Client	Not Started
3	Kick Off Meeting	Meetings are held at the time of client implementation	Clients and SASAL, INC	Follow Client	Not Started
2	Contract & Initial Cost Payment	NDA & Basic Contract & Project Contract & Initial Cost Payment	Clients and SASAL, INC	Follow Client	Not Started
1	Meeting	Based on contact from the client, SASAL, INC held the meeting. If there are customer requirements or questions, SASAL, INC will hear them during this meeting.	Clients and SASAL, INC	Follow Client	Not Started

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Company Profile

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*Feb 2024 Status

SASAL, INC is a strategic consulting firm founded in 2022. The firm is headquartered in New York, USA, and has a subsidiary in Tokyo, Japan.

Overview

Company Name	SASAL, Inc
Representative	Yurino Sakamoto
Build	October 2022
Business	Strategy Consulting Company
Address	Headquarter 136 Madison Avenue, New York, NY 10016
Address	Subsidiary Akasaka Front Town 3F, 4-8-19 Akasaka, Minato-ku, Tokyo, Japan, 107-0052
Employee	<u>10 (Subcontract Included)</u>
Web Site	https://sasalinc.com/
Contact	https://sasalinc.com/contact/
History	<ul style="list-style-type: none">• 10/2022 SASAL, Inc. Established in Japan.• 07/2023 SASAL, Inc. Established in the US.

Management Philosophy

Values	As a specialist, deepen human attractiveness through communication.
Vision	Contribute as one company that supports the wealth of countries around the world.
Mission	Increase your company's "Future value".



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How to Use SASAL, INC

SASAL, INC. gives value to the client while playing accompaniment. Some strategic firms give up playing accompaniment, but true strategy consulting for clients is playing accompaniment.

1st

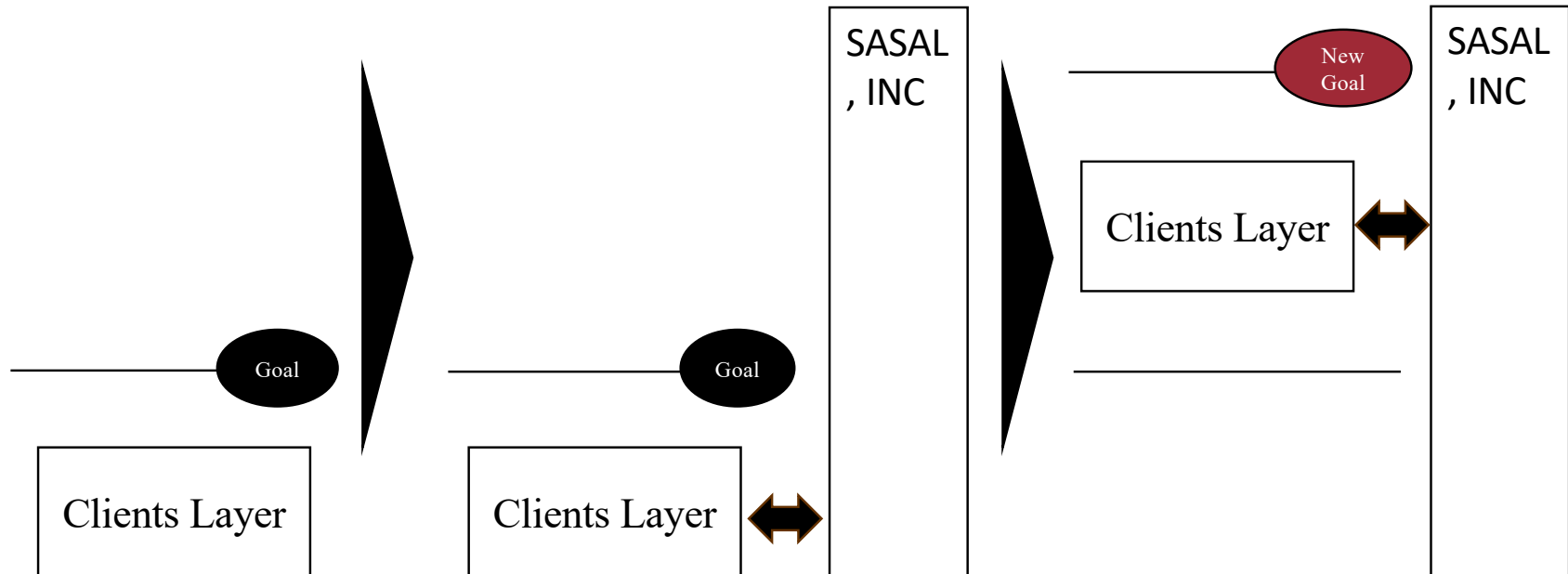
Clients have direction, but clients are not able to do so for some reason.

2nd

SASAL, INC., is a global strategy company. Using our global strategy consulting knowledge, SASAL will realize your goal.

3rd

SASAL, INC transfers the knowledge to clients with playing accompaniment, and clients are able to achieve the goal.



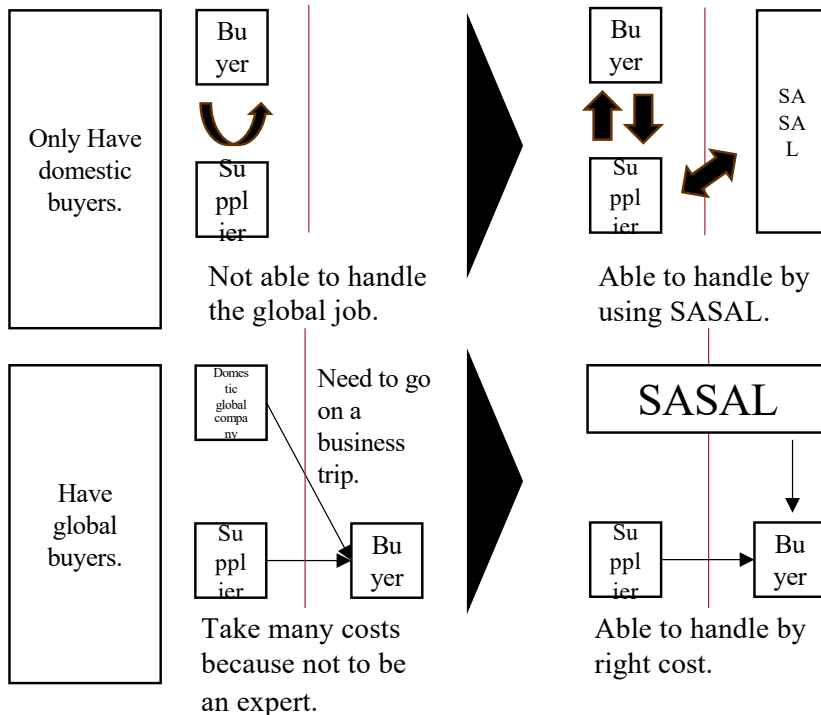
SASAL, INC

How to Use SASAL, INC

As a strategy consulting firm, SASAL, INC is able to give value to the client in those situations.

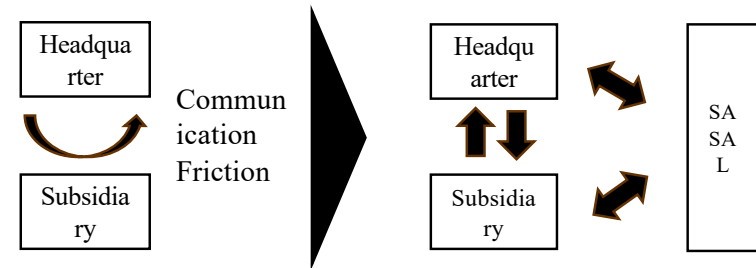
Domestic Company

There are two types of support examples for the domestic company from SASAL, INC.



Global Company

In the case of the global company SASAL, INC, a third-party company can support it. By using us, clients can have more flexible communication between group companies.



Based on strategy consultant knowledge, SASAL is able to do ...

- | | |
|---------------------|--|
| Project Base | Strategy planning
Product Strategy etc |
| Person Base | <ul style="list-style-type: none"> • Power Point · Word · Excel • Research • Translator etc |

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Service

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The following are our services. We recommend Project for clients who want full-scale strategic consulting, and Person for clients who want a Small Start from a cost perspective.

Title	PERSON	PROJECT
Contents	A minimum unit of three strategy consultants will work side-by-side with the client to improve the strategy.	As a strategic consulting firm, we perform project work. We provide self-driven strategic consulting services as a team. Meetings are set up according to the client's needs.
Cost	\$20,000 ~ / Month	\$100,000 – \$1,000,000 / Project
Team	Per 1 month	3month / 6month / 12 month etc
ATTENTION	Since we work side-by-side with the client as a team, it is necessary for the client to set aside time to discuss the work with us as needed. For those who have difficulty securing time, we recommend the Project Service described on the right.	The maximum term of one contract is 12 months. If you wish to extend your contract, please contact SASAL, INC prior to the end of your contract.

PROJECT APPROACH

Project Flow

Those are the next actions the most new next action is written on the top side. The legend is written on the right-top side of this page. This page is renewed by following the status of the Project.

No	Title	Detail
1	Appointment	Initial contact will occur either by the customer or due to SASAL, INC. SASAL, INC. will basically contact you by text for the purpose of building your knowledge. If a meeting is necessary, please inform SASAL, INC.
2	Requirements coordination	SASAL, INC will receive a BRD from the client and organize the requirements, or if no BRD is available, we will conduct a hearing or organize the requirements based solely on our knowledge without a BRD. Please specify your company's requirements.
3	Proposal	We will submit a proposal to the client, and if there is not enough information in advance due to lack of BRD or other reasons, there is a possibility that there will be a discrepancy between the proposal and the client's request.
4	Competitive quotes	We encourage you to obtain quotes based on your situation. We prefer to obtain quotes from other firms as we believe that this is an important decision for your company. We will respond to your questions by e-mail. Please make use of this service to share information within your company.
5	Contract	We will sign an NDA, a basic agreement, and a detailed agreement. If your company has the format, we can use the client format after legal check.
6	Kick Off Meeting	<p>An initial meeting will be held at the start of the project. We hope you will join us to help make this project a success.</p> <p>Agenda</p> <ul style="list-style-type: none"> • From Client <ul style="list-style-type: none"> • Share any other information. • Asking the questions. • From SASAL, INC. <ul style="list-style-type: none"> • Decide the per two weeks meeting day. • Share the folder of the file. • Decide the timing of PDF Share.
7	Project in progress	We will promote the project according to the initial meeting and proposal documents. Payment is invoiced at the end of the month and paid at the end of the following month. For project contracts, the project cost divided by the term is paid monthly (e.g., \$100K- per month for 3 months of \$300K-).
8	Proposal	Based on the client's request, we will implement the proposal again. The first submission is due about two months before the project is to be completed. After the submission, we will conduct a meeting and renew the contract one month before the end of the project.

Repetition

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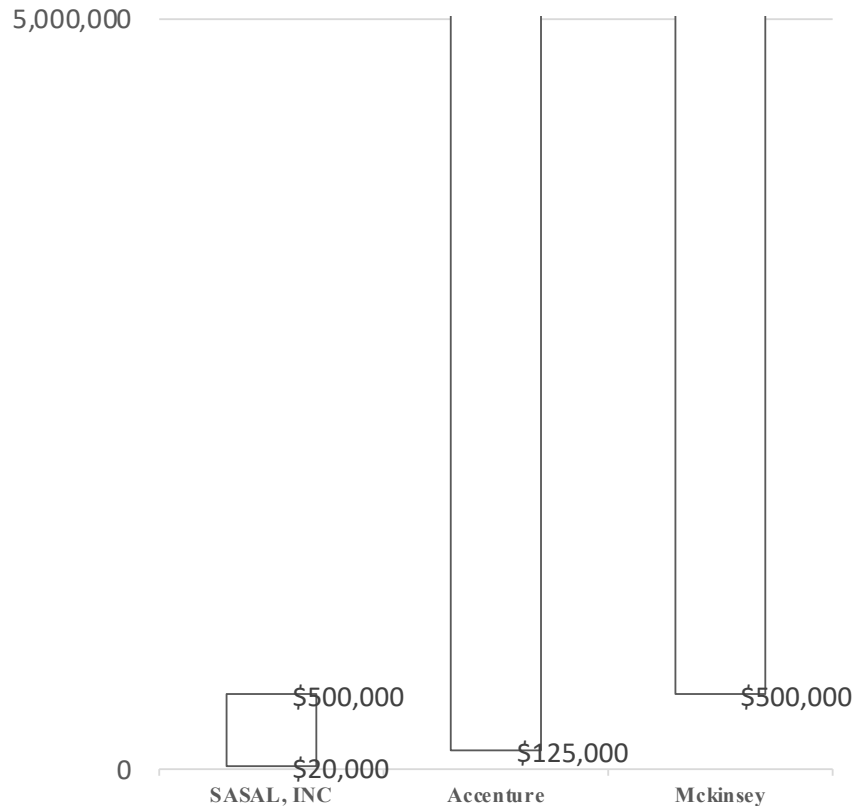
Project Cost Range

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Information of 2024.

SASAL, INC is a start-up. Hence, the sales cost is effective compared to other tier companies. But the actual service quality is the same, and this occurs just because of the start-up.

Project Cost Range



Actually, SASAL, INC's employees are knowledgeable, and they have careers similar to those of consulting firm employees who have been hired by those companies, so the service quality is almost the same. The difference is just the company they belong to.

<https://mariopeshev.com/business-consultant-fees-pricing/#:~:text=And%20companies%20like%20McKinsey%20charge,at%20%24500K%20or%20over.>

<https://www.quora.com/How-much-does-McKinsey-charge>
The upper cost depends on the interview. But that is too inaccurate. Hence, SASAL does not dedicate that.

Past Case

Those are the past cases of SASAL, INC.

No	Sector	Title	Contents	Client	Region
1	Technology	Global Market Research	Market research in Europe, North America, Asia and Australia	NYSE	Japan
2	Health Care	DX Strategy Consulting	System Migration of B2C application	Public Sector	Japan
3	Financials	New business development	BDD for Business Partnership	NYSE	Japan
4	Real Estate	-	-	-	-
5	Energy	New business development	Basic Business model research of the US Energy Industry	NYSE	Japan
6	Materials	-	-	-	-
7	Consumer Discretionary	-	-	-	-
8	Industrials	New business development	Business Model Reconsider and BDD for Business Partnership	NYSE	Japan
9	Utilities	Global Market Research	Market research in Europe, North America, Asia and Australia	NYSE	Japan
10	Consumer Staples	Whole Strategy	Human Resources, IT, Accounting, Business Consulting	Start-up	United States
11	Consumer Discretionary	Globally Industry Research	Globally Industry Research based on each company e.g. US, Europe	TYO	Japan

Those are the Sector details there are 11 Sector in the world.

Sector	Sector Detail
Energy	Energy Sector comprises companies engaged in exploration & production, refining & marketing, and storage & transportation of oil & gas and coal & consumable fuels. It also includes companies that offer oil & gas equipment and services.
Materials	The Materials Sector includes companies that manufacture chemicals, construction materials, forest products, glass, paper and related packaging products, and metals, minerals and mining companies, including producers of steel.
Industrials	The Industrials Sector includes manufacturers and distributors of capital goods such as aerospace & defense, building products, electrical equipment and machinery and companies that offer construction & engineering services. It also includes providers of commercial & professional services including printing, environmental and facilities services, office services & supplies, security & alarm services, human resource & employment services, research & consulting services. It also includes companies that provide transportation services.
Consumer Discretionary	The Consumer Discretionary Sector encompasses those businesses that tend to be the most sensitive to economic cycles. Its manufacturing segment includes automobiles & components, household durable goods, leisure products and textiles & apparel. The services segment includes hotels, restaurants, and other leisure facilities. It also includes distributors and retailers of consumer discretionary products.
Consumer Staples	The Consumer Staples Sector comprises companies whose businesses are less sensitive to economic cycles. It includes manufacturers and distributors of food, beverages and tobacco and producers of non-durable household goods and personal products. It also includes distributors and retailers of consumer staples products including food & drug retailing companies.
Health Care	The Health Care Sector includes health care providers & services, companies that manufacture and distribute health care equipment & supplies, and health care technology companies. It also includes companies involved in the research, development, production and marketing of pharmaceuticals and biotechnology products.

Those are the Sector details there are 11 Sector in the world.

Sector	Sector Detail
Financials	The Financials Sector contains companies engaged in banking, financial services, consumer finance, capital markets and insurance activities. It also includes Financial Exchanges & Data and Mortgage REITs.
Information Technology	The Information Technology Sector comprises companies that offer software and information technology services, manufacturers and distributors of technology hardware & equipment such as communications equipment, cellular phones, computers & peripherals, electronic equipment and related instruments, and semiconductors and related equipment & materials.
Communication Services	The Communication Services Sector includes companies that facilitate communication and offer related content and information through various mediums. It includes telecom and media & entertainment companies including producers of interactive gaming products and companies engaged in content and information creation or distribution through proprietary platforms.
Utilities	The Utilities Sector comprises utility companies such as electric, gas and water utilities. It also includes independent power producers & energy traders and companies that engage in generation and distribution of electricity using renewable sources.
Real Estate	The Real Estate Sector contains companies engaged in real estate development and operation. It also includes companies offering real estate related services and Equity Real Estate Investment Trusts (REITs).

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If you have questions, please get in touch with us.

<https://www.sasalinc.com/contact>

Thank you for reading this document.