

Furthermore, there is a marked reduction in cost because large amounts are purchased when compared to hospitals, as previously mentioned. Consequently, each company's prices for hospitals and prices for commercial laboratories should be differentiated.

Since there are important clients who consider the cost high even with a cost reduction, each company sets its own priority DI persons.

The aforementioned has been a general summary of the market structure in Japan, industrial business, commercial practice, correspondence between the representative branch offices and users, etc. In conclusion, the following points should be given consideration:

Many Japanese industries are aware of the aforementioned and have reached the aforementioned points in terms of technology also. Don't take it so easy. Consequently, there have been mistakes with incomplete participant methods during sales promotion.

What is called the medical industry pertains to many types of industries and users that have been connected for many years. Even up to the private side, business seem complicated. For instance, to become successful, doctors who come up to Tokyo must also take into consideration life styles and diet. There can also be a connection with golf. Of course, this type of correspondence is not always necessary, but is often the case. Use of commercial products is also controlled by normal foundations. Large economic outlays are needed for businesses to market their products.

When new products come to the market, they first must receive approval for manufacture and import before being sold. However, where this will first be attempted is of considerable importance. In Japan, there are several medical associations made up of specialists. Doctors therefore play a central role. There is a so-called "don(boss)". There are doctors that are followers of these central doctors, they have juniors. A hierarchy is thereby formed. These doctors have considerable influence, and this influence forms contacts that is spread horizontally throughout the country.

To return to the original topic, it is useless to market new products unless one starts with this "don".

It is necessary to recognize the top of each field in order to be successful in this industry.