

- The limited availability and extremely high cost of housing in Japan's major cities has resulted in much less "moving" taking place. There is little of the home renovation (painting, re-flooring, etc.) activities associated with marketing a house or apartment in Japan. Most Japanese can only afford a home in their forties; for many, the house they will own will likely be their parents' residence. Having said this, it must also be noted that while there are more homeowners in Japan than in Canada, the style of their homes generally are not conducive to North American DIY-type activities and projects.
- Many Japanese are apartment dwellers. DIY and renovation activities are for the most part limited to cosmetic applications, and then only when there is a change of tenant. As most Japanese dwellings are rentals, there is less concern for the exterior appearances of the dwelling. In highrise apartment buildings, Japanese tenants are extremely limited in what they are allowed to change, maintain, or repair under tenant contract. It would be safe to generalize that tenants are rarely allowed to renovate.
- Most Japanese residences have limited outdoor space. This makes outdoor recreational equipment, such as bar-be-ques and lawn and garden furniture extremely difficult to market in Japan.

Differences in doing business with the Japanese and in the Japanese consumer's preferences and environment also became clearly discernible to mission members.

- Different customs, a different language, and transportation distances contribute to the complexity in understanding and trading with a country so distinct from North America. Because of this, substantial market research and identification is required to break into this very selective market.
- A business/social relationship has to be established with the Japanese business client before even initial discussions can be undertaken. Among Japanese buyers there is much