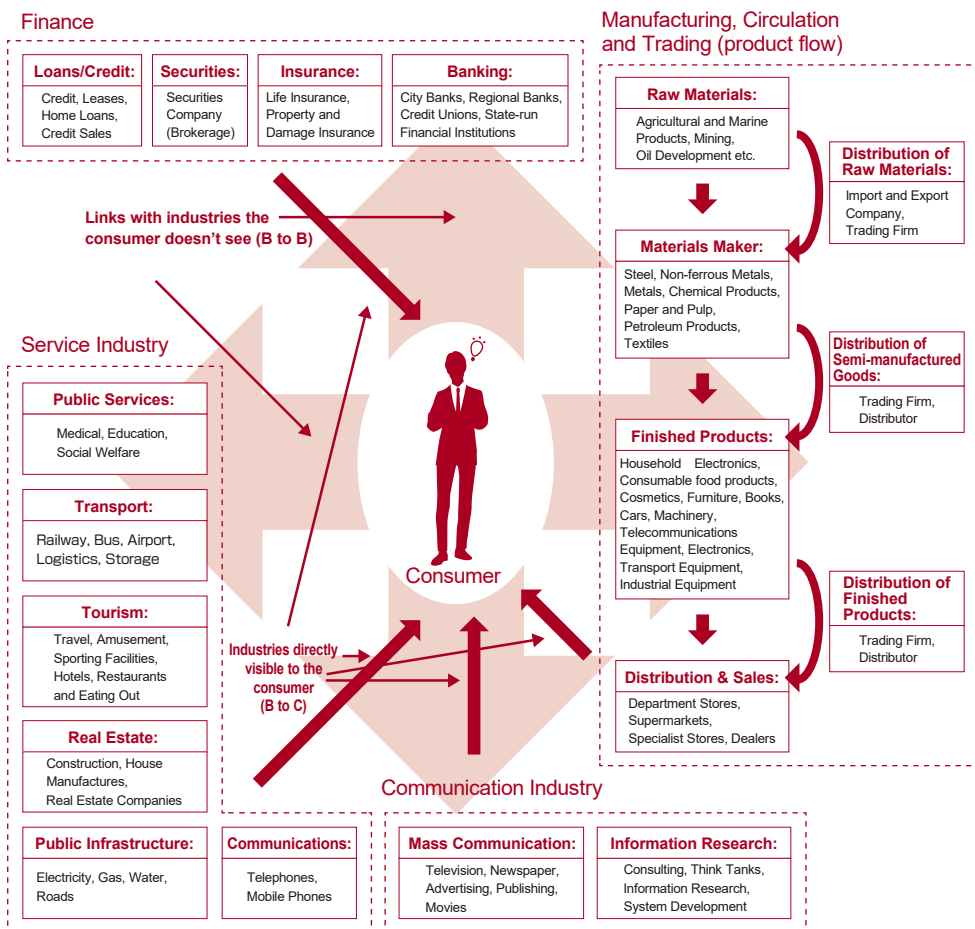# Industry and Company Research

How many companies can you name? There are approximately 4.2 million companies in Japan, but most people can probably name only a handful of those. Don't narrow your future career choices just to those companies you know. Widen your vision and start finding out more about other companies by carrying out comprehensive company and industry research.

1. Broadening your Company/Industry Research

The companies that offer services or products that we connect with in our daily lives are called B (Business) to C (Consumer) companies. However, there is a lot that goes on behind the scenes between B (Business) to B (Business) before a product or service reaches the consumer.

Finance

Loans/Credit:
Credit, Leases, Home Loans, Credit Sales

Securities:
Securities Company (Brokerage)

Insurance:
Life Insurance, Property and Damage Insurance

Banking:
City Banks, Regional Banks, Credit Unions, State-run Financial Institutions

Links with industries the consumer doesn't see (B to B)

Service Industry

Public Services:
Medical, Education, Social Welfare

Transport:
Railway, Bus, Airport, Logistics, Storage

Tourism:
Travel, Amusement, Sporting Facilities, Hotels, Restaurants and Eating Out

Real Estate:
Construction, House Manufactures, Real Estate Companies

Public Infrastructure:
Electricity, Gas, Water, Roads

Communications:
Telephones, Mobile Phones

Industries directly visible to the consumer (B to C)

Consumer

Manufacturing, Circulation and Trading (product flow)

Raw Materials:
Agricultural and Marine Products, Mining, Oil Development etc.

Distribution of Raw Materials:
Import and Export Company, Trading Firm

Materials Maker:
Steel, Non-ferrous Metals, Metals, Chemical Products, Paper and Pulp, Petroleum Products, Textiles

Distribution of Semi-manufactured Goods:
Trading Firm, Distributor

Finished Products:
Household Electronics, Consumable food products, Cosmetics, Furniture, Books, Cars, Machinery, Telecommunications Equipment, Electronics, Transport Equipment, Industrial Equipment

Distribution of Finished Products:
Trading Firm, Distributor

Distribution & Sales:
Department Stores, Supermarkets, Specialist Stores, Dealers

Communication Industry

Mass Communication:
Television, Newspaper, Advertising, Publishing, Movies

Information Research:
Consulting, Think Tanks, Information Research, System Development

For an instance, if it is your dream to "provide high quality stationary to customers", stationary stores aren't your only option. You could fulfill your dream in the manufacturing or material making industries as well. A student who likes books should look beyond publishing firms and into book stores, printing and even the IT industry, dealing with the technology for digital books. In the preparatory stage of your job hunt, don't narrow your choices based on unfounded images. Broaden your company and industry research with sufficient background information on options.

２．Doing Comprehensive Company/Industry Research

Once you have narrowed down your preferred industry and company type a little, it's time to start more in-depth research.

Let's look at the banking industry for example. How do banks generate income? What kind of business models do they have?

First, let's think about the type of customers banks have. Banks have two types of customers, businesses and individuals. Businesses can be further broken down into "major enterprises" and "small to medium-sized companies". Individuals can be affluent or part of the general population.

Business strategies change according to the type of customer. And if business strategies change, job content would also change.

It only stands to reason that business strategies would vary for each industry, and even for each company. In order to fully grasp the meaning of this, it is essential that you carry out in-depth company/industry research. The more you know about the characteristics of a company or industry, their current business focus and outline, the more substantial statement of purpose you will be able to produce.

３．How to Look at Companies

The Career Office deals with many students wanting to know "what kind of things make a good company?", and "is such and such a good company?" Our response is that 'a good company is one that suits you' and that "choosing a company that is right for you is important".

In order to find a company that is right for you, you will need to carry out a job hunt that focuses on you - what do YOU want? What thoughts and standards are you going to have as you embark on finding a job that will let you grow and succeed as a member of society?

There are a lot of company and industry guides and rankings that are published. Use the following to make your company and industry research even more comprehensive.

Example of Guide and Index Publications

● NICES（A private sector multi-angular evaluation system）:
This ranking was put together jointly by NIKKEI INC., NIKKEI RESEARCH INC., and NIKKEI DIGITAL MEDIA INC. Companies are ranked after being evaluated in four categories; investors, consumers and business partners, employees and society. NICES is an acronym for Nikkei, Investors, Consumers, Employees and Society.

● Current Profit Growth Rate (total of 1st and 2nd term comparative growth rates)

● Dow Jones Sustainability Index

● Nadeshiko Brands

● Top 100 companies that are easy to work in for women

● Family Friendly Companies

● Top 100 Global Niche Companies   etc.