



# Yamato Transport

Presented by: Team 5

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**Company Overview**  
Japanese Business Model

The Yamato Group

**Additional Benefits**

**Critiques**

Questions?

What Should Yamato Do?

**Situation Diagnosis: Move into Singapore**

**Diagnosing The Future**

**Key Facts: Adaptation**

**Recommendation**

**Value Proposition**

**Strategies**

# Yamato Transport

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## Company Overview: Japanese Business Model

- Largest parcel delivery service company in Japan with 42% market share
- "Y&Q-BIN" - trademarked and convenient
- High-end service model
- Macroeconomic high
- Sales driven by managers
- Company culture and customer culture are very compatible

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## The Situation

- Market growth in Japan
- Strongly competitive
- High-end service for premium customers
- High-end service

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## Additional Benefits

- Approach business and a business survey culture that may not make sense for delivery
- Customers need for multiple roles (drivers and employees) for the business aspect approach
- Create new advertising since past adhdna through customer suggestions

What Flows After This Strategy Set?

## Critiques

- Loss of Original Identity
- Potential Increase in cost for advertising
- Still may not appeal or create an incentive for the Singaporean market

Questions?

## Situation Diagnosis: Move into Singapore

- Same Japanese business model
- Marketing: Worst of both and into thought
- Reliance on sales drivers for business growth
- Misinterpretation of consumer preferences
- Sales drivers trained in Japan to mail company culture

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## Diagnosing The Future

- Value Proposition?
- How Advertising Business Strategy?
- Evidence into A Different Geographic Market?

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## Key Facts: Adaptation

- Redefine qualifications
- Redefine incentives
- Redefine customer relationship
- Redefine customer preferences

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What Should Yamato Do?

## Recommendation

- Redefine Business Strategy
- Redefine Business Model
- Redefine Business Strategy

## Ideal Implementation

- A common perception of customer expectations
- 90% of Singaporean customers expect from a different sales
- Primary Product Line is competitive
- Redefine and create customer loyalty

## Value Proposition

- "Human Feel"
- Not Adaptable To Singaporean Market
- Business Strategy
- Efficiency Culture & Society

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## Variables

- Consumer Preferences
- Price Premiums
- Inconsistent Employment Opportunities
- Lack of Advertising

# ***Company Overview: Japanese Business Model***



- Largest parcel delivery service company in Japan with 42% market share
- "TA-Q-BIN" -- "remarkable and convenient"
- Hub-and-spoke model
- Recognized brand
- Sales drivers as managers
- Company culture and customer culture are very compatible

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***The Situation***



• Stagnant

# ***The Situation***



- Stagnant growth in Japan
- International expansion into Singapore
  - Considered to be the gateway to other Southeast Asian markets

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# ***Situation Diagnosis: Move into Singapore***

- Same Japanese business model
- Marketing: Word of mouth and logo recognition
- Reliance on sales drivers for business growth
- Mis-interpretation of consumer preferences
- Sales drivers trained in Japan to instill company culture



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# ***Key Facts: Business Model Conflict***

- Culture disparity
- Culture mix on top of disparity
- Dynamic communities
- Distribution center snafu

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## ***Key Facts:***

## ***Adaptation***

- Redefine qualifications
- Redefine incentives
- Redefine customer relationship
- Redefine customer preferences

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# ***Diagnosing The Future***

- Value Proposition?
- New/Adapting Business Strategy?
- Entrance Into A Different Geographical Market?

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# ***Value Proposition***

- "Human Feel"
- Not Adaptable To Singaporean Market
  - Business Savvy, Efficiency Culture & Society

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