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## ABSTRACT

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In order to comply with the tide of economic globalization, and actively participate in international trade, seriously consider China and Japan and each other between the economic and let trade can be practiced. From the point of world manufacturing , compare different developed and developing countries. To analyze the country , according to the habits , characters and behaviors of people in this country, both Chinese and Japanese should be studied. Use the Chinese advantages to compete with Japanese in toy industry because toy economic is part of fast moving consume industry.

Research good promotion ways to better enter into Japanese toy market ,analyze the feasibility of long-term trade relations between China-Japan. The advantages of Chinese toy industry and disadvantages of Japanese market current situation. To find the breakthrough which enters into the Japanese international trade market. To find new model combines the strength of Chinese and Japanese manufacturing enterprises. To achieve the rational allocation of resources between this two countries.

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## INTRODUCTION

China and Japan, both of the two largest economies in the Asia-Pacific region, play an extremely important role in the global economic development. China is the largest developing country in the world. At present, China is already in the position of the third largest trading nation and the fourth largest economy in the world. Japan is the second largest economic power behind the United States. Given the increasingly globalized economic background, it is of far-reaching strategic significance for China and Japan to further their cooperation and exchange in the economic and trade fields. This will not only bring happiness to both peoples, but will also promote the economic prosperity in the Asia Pacific region and even the world at large.

China and Japan have greater complementary in economic and trade structure. First of all, from a resource point of view, China surpasses Japan in terms of natural resources, human resources and capital resources. The structure of export products to Japan has been improved, and the export products contain larger imported components. In the past, among the categories of China's exports to Japan, textile raw materials and products have maintained their position as the largest commodity, accounting for about one-third of the total exports to Japan; food ranked second; and machinery and electronic products and components ranked third, followed by petroleum and mineral products, chemicals, handicrafts, native animal products and so on. In recent years, the proportion of textiles and food has gradually dropped, and the proportion of electromechanical products has risen sharply.

To analyze the country ,I think the habits ,characters and behaviors of people in this country should be studied. Japanese are rigorous ,careful planning ,with artisan spirit , looking at their world-famous artworks and multinationals ( like Sony , Canon ) ; Simultaneously ,their brand self-esteem is strong ,and not easy to accept foreign things.

Japan is one of the important toy markets in Asia and even in the world. China is the world's largest toy producer and exporter, accounting for about 75% of the international export toy. Low cost and government support to make China a hub for advanced electronic products, but also to promote the development of a strong supply base for electronic products, attracting global manufacturers.

Today, the two countries have become China's and Japan's unavoidable and should be taken seriously the problems arising from trade and the period as well as the friction and its development are still the hot spots of concern to many people today. The object in my essay is to achieve the rational allocation of resources , and to find the breakthrough entering into the Japan international trade market. Meanwhile , analyze the possibility of supply of Chinese toys in Japan and to develop measures to establish long-term trade relations of China–Japan.

But as to achieve my object I do some tasks due to the structure. Looking back, it is not hard to find that the "deterioration" of Japanese manufacturing enterprises is directly related to the tremendous changes in the internal and external environment after the Cold War. With the fall of the Berlin Wall as the dividing line, the pattern of "one wall, two camps and three worlds" during the Cold War has suddenly changed. Two big markets that used to be distinct and clear have opened up, the market economy has become more and more popular all over the world, and the business activities have

ushered in a real "big global competition". The United States and Europe no longer tolerate "Japan's first" and even shouted in unison "the Japanese model" as "a heterogeneous capitalism."

In the course of long-term development, the toy industry in China has formed the characteristics of a production-oriented labor-intensive, low-creative capacity, lack of cultural connotation, a single low-income consumer group positioning, export-oriented and lack of sales system.

In the FMCG industry, the most important skill of a marker is “Brand Sense”, according to the characteristics of the market to adjust their product structure; appropriate adjustment of retail prices; appropriate publicity, in most of the adult players have a fuzzy understanding of the case, fuzzy marketing.

Firstly , make a general assessment of the world manufacturing market ; Find characteristics of the FMCG market in Japan , and analyze the Japan toy market ( advantages and disadvantages ); Find good promotion ways to better enter into Japanese toy market ; Analyze the feasibility of long-term trade relations between Chinese–Japan in retail enterprises.

In a brand new era, Japanese goods may represent good quality , excellent production , mature industry line ; Chinese goods may take symbolize of low price , durable goods , China as the world factory. As to talk something about Japanese manufacturing , throughout the world I think firstly should have a rounded analysis on world manufacturing. Because China Taiwan, the Mainland, and South Korea continue to catch up in the high-tech fields, leading to the weaker party to become stronger while the strong ones are not stronger. They lack a sense of crisis in the manufacturing

industry and are complacent. Many enterprises hold a negative attitude towards the further development of digitization, especially for the Internet of Things - training of software technology and IT personnel; inadequate cooperation among Japanese manufacturing enterprises, and the proliferation of communication standards for manufacturing equipment used in factories, which have not been unified, It needs to cross enterprise and industry barriers; it has led to a continuous decline in the international competitiveness of Japanese manufacturing.

At present, China's manufacturing product structure is still unable to adapt to changes in the consumption structure. The supply capacity of high-quality, personalized, high-complexity, and high-value-added products is insufficient. The level of Chinese manufacturing quality needs to be improved; industrial organizations are irrational and there are a large number of "Zombie companies", there are not enough quality companies. The excessively low level of overcapacity in the iron and steel, petrochemical, building materials and other industries is a problem that persists for a long time. The key equipment, core components, and basic software in the traditional manufacturing industry rely heavily on imported and foreign-funded enterprises, and the high point of global competition in emerging technologies and industrial fields is in short supply. The status of division of labor in the international industrial chain needs to be improved, and the industry needs to be transformed and upgraded from low-value-added links to high-value-added links; the industrial integration needs to be strengthened. With the rapid industrialization process in China, the real economy has achieved tremendous development achievements. However, the contradiction in the supply structure of the real economy in China is still outstanding, manifesting itself as a



structural imbalance in the low-end, ineffective supply, high-end, and insufficient supply in the real economy. China must bid farewell to large-scale and low-level manufacturing industries and must improve quality. This is also in line with the staged characteristics of China's economy from high-speed development to high-quality development. The development of China's manufacturing industry must also correspondingly improve the quality of the industry, the quality of enterprises, and the quality of manufacturing products.

Ever since the creation of the global trading system after the Second World War, there has never been more uncertainty surrounding it. With the forthcoming decision on the North American Free Trade Agreement, the Korea-US Free Trade Agreement, and the current Japan-led trans-Pacific Partnership Agreement, 2018 will probably witness the collapse of Trump's extremely exclusive global trading system.

Since 1948, helping to create the predecessor of the World Trade Organization - General Agreement on Tariffs and Trade and establishing trade rules, the United States has been leading every round of trade liberalization. In the past 70 years, the growth rate of global trade is twice the growth rate of the global economy. However, this is no longer the case. After Trump was elected president of the United States, he denounced all trade agreements as "disasters" and was the source of dissatisfaction among the middle class.

Although Trump calls for mutually beneficial free and fair trade, his concept of zero-sum on trade issues is in flagrant violation of the laws of economics. His only evaluation criterion is whether there is a bilateral deficit in the United States. Trade agreements aim to open the door to the products and services of trading partners and do

not guarantee that the result will be surplus or deficit. According to Trump's standards, "fair trade" is impossible to achieve.

For the first time in eight years, China and Japan's top management reopened the economic dialogue. There are various signs that the bilateral relations between China and Japan have ushered in the occasion of the 40th anniversary of the Sino-Japanese peace and friendship treaty. The dialogue was reopened eight years in a row. On the one hand, it has been able to speed up the improvement of the relations between the two countries since last year. On the other hand, it also shows that the economic and trade cooperation between the two countries has entered a new era of quality improvement. Both parties have a strong objective need. The mechanism will be restarted to facilitate policy communication and coordination of China-Japan economic and trade relations in the new situation. In the 46 years since the normalization of diplomatic ties between China and Japan, regardless of the ups and downs in the political relations between China and Japan, economic and trade cooperation has been an important ballast and booster for China-Japan relations. As the second and third largest economy in the world, the economic and trade cooperation between China and Japan after decades of precipitation, the deep integration of the interests of both parties, and the continuous expansion of cooperation, has entered a new stage of quality improvement and structural upgrading.

## 1. INTERNATIONAL TRADE REALISTIC BACKGROUND

### 1.1 The importance of international trade

#### 1.1.1 The important influence of international trade on the people.

International trade is the international transfer of goods and services. From a country's point of view, international trade is foreign trade. International trade is conducive to the exchange of different products in the world, enriching the diversity of consumer products in China's domestic market, satisfying the different consumer needs of the nation, and contributing to improving the quality of life of the people. At the same time, international trade can allow more enterprises to develop in China and provide more jobs, which is conducive to the improvement of China's employment rate. International trade will also enable the communication and exchange of different cultures and values around the world so that people can learn a diverse culture and enhance their own cultural standards. The international market changes very quickly, the international trade financing develops rapidly, it becomes an essential part in the international trade market, and has attracted more and more attention. At the same time, due to the society development required, there are various types of financing trade products appear and also widely applied. Under this situation, the financing objects and scope expands unceasingly in Chinese international trade. But on the whole, there are many disadvantages of international trade financing in Chinese bank, that restricts the development of international trade industry in China. Based on this, Paper briefly analyzes the development trend of international trade financing, and puts forward some countermeasures about the risk control in international trade financing.

in order to provide some help for China international trade industry.

Because of the rapid development of market economy, small and medium enterprises in China have got good opportunities for development. As the main component of China's national economy, the development momentum of small and medium-sized enterprises is extremely rapid. The development of small and medium-sized enterprises is based on the industrial chain of large enterprises. With the development of large enterprise trade, small and medium-sized enterprises will also face the world earlier and later. On the other hand, large enterprises want to develop healthfully and have to be based on the good development of small and medium-sized enterprises, that is to say, if we want to make our industrial chain develop in an all-round way, promote me. The internationalization process of the country will further enhance the comprehensive competitiveness of our country, and it is an inevitable trend for the small and medium-sized enterprises to join our trade financing development plan. But large enterprises enjoy the state subsidy policy, so they may gradually produce the idea of market monopoly. If we want to avoid this situation, we should try to alleviate the financial problems in the development of small and medium-sized enterprises, make the small and medium-sized enterprises clear their own position in the economic market, so as to ensure the stable development of our economic market. The contents of trade financing development will be added to every link of supply chain so as to reduce the overall cost. If the international bank wants to synchronize with the supply chain of international trade, it is not just as in the past, just to adjust the local financing only according to a certain link and stage customer in the international trade process, but to pay attention to the customer's demand in the whole trade process,

from the beginning of the contract and the signing of the buyer and the buyer to the sale ring of the house. So far, we must follow the trend of goods and funds in the supply chain. As a result, some experts in the financial sector have made a series of adjustments to the organization, for example, JP Morgan first bought the Vastera logistics company in the United States and then bought a bill management company called Zine to improve its supply chain financial services. This case of cross industry mergers and acquisitions has broken the deadlock of the traditional banks, logistics enterprises and manufacturers, and in real sense, the import side to the exporter's one-stop service can be realized. In short, this case is a typical example of integrating trade financing into the supply chain, which has far-reaching impact on international trade financing projects.

Although the current international trade financing is more conducive to the development of enterprises, the current international trade sector of the financing of the market is not standard, its liquidity and transparency are not high, so enterprises in the financing will produce a lot of consideration. At present, some developed countries have gradually established the financing market based on the Internet, in order to mobilize the enthusiasm of Y, so that enterprises can be more assured to join the [3] in international trade financing. The new financing market includes the two tier market in the new era besides the traditional financing market. The two level market refers to the market which combines the advanced technology of the network. It has the advantages of convenient and quick transfer of information. It can provide more financing opportunities for investors. Investors can use it to master a lot of information, promote the transparency of the financing market and enable enterprises to enter a relatively fair

financing environment. Competition, so the two tier market has gradually been the attention and development of people. In addition, the two level market has also applied the automation management system and other high-tech technology, which has also improved the liquidity and transparency of international trade financing to a certain extent.

Specialization is the basis of trade between countries, and the modern economy is obviously dependent on the specialized division of labor among countries, between enterprises and between individuals. Adams and David Ricardo became the first scholars to discover this phenomenon and put forward great achievements. The theory of absolute superiority and the theory of relative superiority put forward the origin of trade from the angle of technical difference, which constituted the classical trade theory, and the classical trade theory Heckscher and Ohlin made up for them. It puts forward the factor endowment theorem, which constitutes the neo classical trade theory with leoflev's paradox and the specific element model, and comes into the contemporary theory that the theory of product life cycle, the theory of overlapping demand, the theory of national competitive advantage and so on together make up the modern international trade. It is easy to theory. The trade theory mentioned above will be explained one by one.

#### 1.1.2 The important influence of international trade on enterprises.

The most important subject of international trade is the enterprise, which is the bridge and carrier for international trade communication. Through international trade, enterprises can look for the best company address, the best source of raw materials, and the best product market in the world. This will enable companies to minimize costs,

maximize profits, and help companies develop better. Through international trade, production factors can be freely circulated and deployed in the world, improving the utilization of resources. Through international trade, you can learn and introduce advanced technologies and management concepts from outstanding companies in other countries, which can enhance the company's technological and management level. In international trade, every company must not only compete with domestic companies, but must also compete with foreign companies. This will force companies to increase production technology, improve product quality, and reduce production costs. This will help promote the survival of the fittest and promote the survival of the enterprise. The self-improvement of enterprises improves the international competitiveness of enterprises, which in turn increases the competitiveness of the entire country as a whole and optimizes the structure of the entire country's enterprises.

"If the cost of a thing at the time of purchase is less than the cost of production at home, it will never want to be produced at home. This is the motto that every smart parent knows..." In every private family's behavior is shrewd, in a big country's behavior is rarely absurd. If the foreign countries can supply us with goods that are cheaper than we make, we'd better buy them in a part of our own industries. " The core idea is that trade is based on the absolute difference in the cost of production in each country, so that countries should specialize in producing and exporting those products with absolute advantages, while importing commodities with absolute advantages for their trading partners. Although Smith's theory explains the basis of trade, it does not explain the basis of international trade between all countries in reality, especially when a country is in absolute inferiority in the cost of production in all sectors, and it can not

be explained by "absolute cost", so the theory of comparative advantage emerges as the times require.

International trade is the result of the fine division of labor in the world. It is the process of exchanging the production factors, goods and services around the world in different countries or regions. Because of the political environment, laws and regulations, monetary system, logistics technology, language differences and other factors, international trade is very complicated. However, with the development of human society and the integration of the global economy, the economic dependence of various countries is becoming more and more strong. At the same time, for their own interests, countries have a very strong demand for the allocation of resources around the world, and the willingness to open up the international market is very strong. Under the influence of many factors, international trade has formed new characteristics and trends through the struggle between different countries and interest groups.

First, multinational enterprises occupy the leading position in the world economic development, and the concentration degree of international trade transactions shows an upward trend, and the trend of international trade and investment integration is remarkable. In 2015, the world investment report showed that the production and investment of multinational enterprises continued to expand and profits were at a relatively high level in history. Since 1990s, MNCs have been growing rapidly in both quantity and volume, which has made the global production, investment and commodity circulation further deepened, and the process of economic globalization accelerated. In participating in the global fine division, MNCs are looking for new positioning, forming a new strategic alliance in this process, increasing the unity of the



international trading market and boosting the competition and trade liberalization of the world economic market. Transnational corporations monopolize the vast majority of international innovation technology and trade technology, which also makes multinational enterprises increasingly monopolized in the global economy. Because of the rapid development of information interconnected technology and logistics technology, the management of multinational enterprises is more convenient and efficient. At the present stage, multinational enterprises have adjusted their development strategy, faced the international market, and tried to improve the market share. For internal management, the operation ability was greatly improved by using new technology. In the future, the position of multinational enterprises in international trade will become more prominent and the power of discourse will be stronger. At this stage, transnational enterprises have become the most important force in international trade. The proportion of the trade and trading market is steadily increasing, and the transaction activity is more frequent. With the further development of economic globalization, multinational enterprises' external investment will have an important impact on the formation of international trade and the distribution of trade concentration areas. The global investment and assembly of multinational enterprises is an important manifestation of the development trend of international trade.

Second, the conflict of interests between the economies is becoming more and more intense, the trade barriers among the economies are emerging, the international trade protectionism is rising, and the liberalization of trade faces many challenges. Although the economies of the world are relatively low, global international trade is still growing. According to the World Trade Organization data, the growth rate of international trade

in 2014 was 2,8%. In 2015, the global economy remained fragile, and the international trade environment was still not strong enough. However, trade activities among the economies remained frequent. Free trade has become an irresistible trend in international trade. Abstract: economic globalization has made the economic ties of various countries closer, the world economy has gradually changed from industrial economy to knowledge economy, the global division of labor is more refined, and the form of division of labor has changed. Changes in the world economy and division of labor have led to changes in the mode and mode of international trade, which has led to new trends and new features in international trade. Foreign trade, as one of the "three carriages" to promote the development of our national economy, plays a very important role. Therefore, a comprehensive analysis and grasp of the current trend of international trade is conducive to China's foreign trade development and upgrading the level and quality of economic development. Key words: the trend of international trade trend of economic globalization is not the same, the barriers between the various economies and trade groups are increasing, and the competition for trade interests is very prominent in all countries, and the forces of trade protectionism are rising constantly. For its own economic interests, developed countries have long passed various unfair means to accelerate the plundering of global resources. At the same time, it makes use of the predominance to create trade barriers under the framework of WTO, to restrict the free trade of the developing countries, and thus lead to the endless trade frictions and conflicts in the international trade. Trade and labor standards, trade and environmental protection and exchange rates have been listed on the agenda of the WTO, and the competition for international trade interests is becoming more and more obvious.

According to WTO data, since 2008, about 80% of the trade restriction measures launched by the G20 group are still being implemented, affecting the import and export of about 4% countries and regions around the world. China is the country with the most serious losses in the environment of protectionism. According to the data of the Ministry of Commerce in 2015, China has been the country that has suffered the most trade frictions for 19 years. The competition for trade interests between developed and developing countries is showing a trend of polarization. At the same level of development, the competition for the trade market is also very intense. The trade interests between various economies are very fierce. The trade protection policies of different countries show different characteristics with the advancement of economic globalization. The development of multilateral trade plays an important role in the growth of world economy. The multilateral trading mechanism has become more flexible and diversified, and has established a basic framework for the trade of all countries. All countries' trade protection measures do not violate the multilateral trade agreement, but show their support for multilateral trade rules. These are mainly reflected in the following: countries are using the rules of the multilateral trade mechanism to implement trade protection; through multilateral trade agreements to protect the interests of Member States and exclude non-member countries. The multilateral trade agreement is a multilateral trade rule which is negotiated by the member countries, so the binding force of the multilateral trade rules is limited, and more depends on the credit of the member countries to maintain the normal operation. The world economy is in a stable growth period, and all member countries can achieve trade growth and economic development through trade liberalization. Therefore, it is

naturally not a problem to actively maintain the multilateral trade agreement. However, when the global economic development is in the downturn, in order to maximize its own economic interests, the member countries will inevitably rise to trade protection, thus forming a challenge and impact on the multilateral trade rules. At this stage, the continuous growth of the global economy is still uncertain, but the trade measures of each country will not have a devastating impact on the multilateral trading system. On the other hand, because of the uncertainty of the global economic prospects, the trade protection measures will challenge the multilateral trading system for a long time, thus affecting the international trading system. . The competition for trade markets in all countries and economies has been very hot, and trade protectionism has brought a very negative impact on the development of international trade, especially for the developing countries.

#### 1.1.3 The important influence of international trade on the country.

International trade is the trade of a country's business with another company. International trade is conducive to regulating the supply and demand relations of various countries' markets. International trade makes the world a market, free trade can be exchanged, and the necessary production factors and products can be freely exchanged. It can complement each other and allocate resources, and it can accelerate the oversupply of domestic materials. Exports can also import products that are lacking in the country. International trade can promote the free flow of production factors across countries around the world to more valuable places. It can promote the rational allocation of capital, technology, labor, and other production factors globally, increase the use of production factors, and promote the rational allocation of resources. Through

international trade, the country can also increase fiscal revenues, such as customs duties and other taxes. Through international trade, it is possible to strengthen international relations between countries, help closer relations between countries, and promote economic development. At the same time, it is also possible to spread different cultures and values through international trade, which is conducive to cultural pluralism, which is conducive to broadening the cultural vision of the people, raising the cultural level, and establishing the correct values. At the same time, it can carry out the cultural output of the Chinese nation and promote Chinese culture.

Green trade has sprung up, international trade has been given the green concept, and the trend of green trade is irreversible. With the worsening environment, the consensus of the world to protect the environment is more and more recognized. "Green" has become the theme of environmental protection. Countries have paid more and more attention to the economic and social benefits of environmental protection, and the concept of consumer protection of the environment is becoming more and more deep, green consumption has become a new consumption trend in the world, and green trade comes into being. After years of development, the proportion of green trade in international trade has gradually increased. Since twenty-first Century, people's understanding of environmental protection has become more and more popular. Green consumption has gradually become a habit. People will be more willing to choose green products when they consume, and green consumption will become the foundation of green trade. The emergence of green production and green market has optimized the trading structure of international trade. According to the United Nations data, the proportion of green commodities in the international trade is gradually

increasing, and the commodity trade with serious resource consumption has declined. The use of new technologies and new materials provides a favorable guarantee for the application of environmental protection products. Because of its performance and technology, environmental products make the commodity structure of international trade from resource intensive to technology and knowledge intensive, and the international trade of green commodities is becoming more and more important.

The mode of international trade transactions has become increasingly diversified, the network trade has developed rapidly, and the benefits of international trade have significantly improved. With the development of network technology and new media, the trade mode of international trade is gradually diversified, and the trade completed by the Internet is rising at a high speed. Internet trade is mainly based on Internet and trade and business activities carried out by different regions and economies. All aspects of international trade, including early communication, contract signing, delivery of goods or funds, logistics links and after-sales service, are all completed by the network platform. At present, the network trade goods are mainly concentrated in the intangible products, such as consulting services, financial services and so on. The physical trade is mainly done on the Internet, such as early communication and consultation, contract signing and the circulation of funds. The actual logistics of goods still needs traditional canal. Internet trade has attracted more and more attention from various countries and economies, and more or less policies and measures have been introduced to promote the development of Internet trade. According to the data of the world trade organization, the growth rate of network trade is very rapid in recent years, and network trade can effectively improve the efficiency of international trade. Compared with traditional

trade, network trade has many advantages, such as low transaction cost, free from the constraints of time and space. The application and popularization of network trade has become a revolution in international trade, and has far-reaching influence on the transformation of trade mode. In the context of the slow growth of international trade, Internet trade has grown strongly. Due to the limitation of time and space, the traditional trade trading mode can become a sharp weapon for the trade market, which has been highly valued by various countries and economies. Due to the high efficiency of network trade, network trade will continue to maintain a fast development trend and become one of the most important trading modes in international trade. Fifth, international trade has not yet recovered from the crisis, and has become more dependent on individual trading powers, and the overall trade of the western developed countries is relatively low. In 2008, the financial crisis caused heavy losses to Global trade and the volume of international trade shrank rapidly. After a series of stable policies in various countries, the world's major economies have recovered steadily, and Global trade has been restored.

The 2014 World Trade report pointed out that global trade kept low growth in 2014, but affected by the economic downturn in Europe, world economic growth would also be greatly dragged. World trade has not yet fully recovered from the financial crisis, and the allocation mechanism of world resources has not yet been brought into full play. In 2015, the recovery of the US economy was more obvious. The number of unemployment claims has hit a low level in recent years. The economic growth of China, Germany and Japan is more stable, which provides the basis for the stable growth of the world economy, so the international trade will continue to develop

steadily in the future, especially the interaction between the major trade countries. Because of the steady growth of world economy, international trade will continue to recover. Among them, the interaction between trade giants will push global trade towards a new growth period. Sixth, the overall structure of international trade is optimized and trade is developing towards high-end. International trade has not completely gone out of the impact of the financial crisis, and the impact of the financial crisis on western countries is very obvious, especially in European countries, and the emerging developing countries still maintain strong vitality and more stable development. The developing countries, led by China, have played an extremely important role in the recovery of international trade and become a new force for the rapid growth of the international trade market. The pattern of world trade has changed accordingly, and the structure of international trade participants is becoming more and more reasonable. One of the characteristics of economic globalization is the globalization of the third industry, and the globalization of the third industry is fundamentally changing the development model of the world economy, technology and knowledge, and is affecting the competitive position of the countries in the international economic market. The third industry is in a vigorous period of development, maintaining a relatively high speed in international service trade. In the third industry trade, technology and knowledge intensive commodities and services are increasingly concerned by global trade.



## 1.2 The new situation of international trade

The world today is a world of economic globalization, political multi-polarity, and cultural diversity. Economic and trade development takes place in countries around the world, and production factors are also freely circulated and deployed through the global market. Companies face competition that is also globally owned by all companies. The markets that companies face are also global markets. The global economy has also changed from a single model to a multiple model. The trend of economic regionalization is obvious. For example, the establishment of the EU economy, the APEC, and the North American Free Trade Area all indicate that the global economy is moving toward multi-polarity. Trade competition among countries is also becoming more and more intense, and the trading environment is becoming more and more complicated. These are all new situations in international trade, which has also brought tremendous challenges to the development of China's international trade. In the face of the new situation in international trade, China's foreign trade faces both huge challenges and welcomes great opportunities for development. How to develop a better policy for international trade development policy in the context of the new situation, how enterprises can improve their international competitiveness is the key to promoting the development of China's foreign trade.

The "Japanese Blue Book (2018)" reviews and looks forward to Japan's political, economic, foreign relations, and social and cultural fields in 2017. The Blue Book points out that in 2017, the aging phenomenon of the low birth rate in Japan is further aggravated, affecting all aspects. The drop in the marriage rate, the shrinking of family

size, the increasing pressure for childcare and pensions, the continuous concentration of people in the Tokyo metropolitan area, the shrinking of the middle class, and the expansion of the low-income stratum. Problems such as the aging of Shaozi, the solidification of social strata, and the employment environment of women reflected in cultural hot spots have aroused concern. The Blue Book points out that in 2018, Japan's economic development remains uncertain, the foundation for the recovery is still not solid, and there is no obvious increase in the spending power of the people. The labor shortage problem still exists and the pay rise of enterprises is slowing down. Affected by corporate fraud scandals, the manufacturing industry's credibility has been damaged one after another and will have a negative impact on Japan's economic development. From the external situation, the international market and geopolitical risks have increased, and whether external demand can continue to drive the economic growth of Japan remains uncertain. The Blue Book believes that the economic competition between China and Japan will further develop. However, there are still obvious structural complementarities between the two countries, especially in the regional tensions, the strengthening of trade protectionism in the United States, and the establishment of a new pattern of comprehensive reform and opening up in the 19th Party Congress. Both Japan and Japan are committed to structural transformation and innovative business models, and the need to improve China-Japan economic and trade relations will increase, and the depth and dimensions of bilateral economic and trade cooperation will be further expanded.

### 1.3 The development trend of international trade under the new situation

#### 1.3.1 Liberalization.

With the development of science and technology, the circulation of production factors in countries around the world is more liberal, and production factors will be free to flow to the places where it is most needed and where it is most valuable, to effectively realize the effective allocation of resources, and to increase the efficiency of global resource allocation and utilization. The scope of the subject and the main body of international trade is getting bigger and bigger. International trade is not only limited to physical products, but also extends to services, technology, investment, etc., and more and more countries participate in international trade. Multinational companies are also increasing. The more you have, the more liberalized international trade is.

Trade liberalization refers to the process or result of a country's gradual reduction in the restrictions imposed on the import of foreign goods and services and the preferential trade treatment for imported goods and services. Whether it is the past GATT or the current WTO, the aim is to liberalize trade. The theoretical basis derives from the comparative advantage theory of Adam Smith and David Ricardo. It can bring about a competitive mechanism. On the one hand, competition can improve service quality, improve management, and reduce costs. On the other hand, it is conducive to the introduction of advanced technology and management experience in order to further improve the professional level of services. The service departments that have comparative advantages in various countries can further realize specialization, increase efficiency, and achieve economies of scale in a global scale, thereby accelerating the

development of the sector and increasing international competitiveness. Through trade liberalization, service providers are encouraged to fully consider the needs of consumers, improve service quality, reduce costs, benefit the majority of consumers, and enjoy inexpensive and high-quality services. Liberalization of service trade will promote the vigorous development of the service industry and generate more new employment opportunities. Trade liberalization promotes the transparency and predictability of policies and regulations in all countries, and is conducive to the introduction of foreign long-term investment and technical equipment.

Trade liberalization refers to the process in which a country's restrictions on the import of foreign goods and services are gradually reduced, and preferential treatment is provided for imported goods and services. It also advocates a market-oriented approach. The theoretical basis of trade liberalization stems from Adam Smith's theory of free market economics and David Ricardo's comparative advantage theory. According to the theory of the two founders of modern economics, and then examining the course of the development of the world market economy, it is not difficult to see that trade liberalization and trade protectionism have been staggered, and various countries have taken conscious or unconscious actions to protect their own trade. Measures, just two kinds of strength contrast, may lead to a balance in a certain period of time more inclined to one aspect. Today, the wave of global trade liberalization and economic integration is continuously advancing. Whether it is the multilateral WTO, the regional Asia Pacific Free Trade Zone (FTAAP) or the Regional Comprehensive Economic Partnership Agreement (RCEP), the purpose of trade liberalization. However, after experiencing the international financial crisis of 2008, globalization has shown a

trend of ebbing. With the signing of the Brexit vote, the Western world is experiencing a huge counter-globalization movement and the academic aspect of the “reverse globalization” trend of thought. The discussion was also quite a bit of a day.

Under the influence of the "anti-globalization" trend, the trend of trade protectionism on a global scale has become increasingly serious. The United States, which is the world's largest economy, is actually the country most frequently adopting trade protection measures. According to the “Global Trade Early Warning” report recently released by the British Centre for Economic Policy Research, the United States has taken more than 600 trade protection measures against other countries from 2008 to 2016, and it has taken only 90 items in 2015, ranking first among countries. The United States was also identified by this report as the number one country that restricted free trade. Especially in the context of the slowdown in the growth of global trade, the United States seems to have put behind the maintenance and promotion of free trade that has traditionally been admired.

### 1.3.2 Globalization.

With the development of international trade and increasingly fierce international competition, companies in the international competition have also learned through continuous exchange and learning, the introduction of advanced technology and management concepts, enhance the company's production technology, optimize corporate management, thereby enhancing the company's international competitiveness. Through global markets, companies seek out the best production areas and raw material production areas, reduce production costs, share global markets, find the most suitable market for their own development, occupy the most advantageous market, and expand

their global market share. By continuously optimizing the internal structure in international trade and enhancing international competitiveness, it will help improve the country's overall economic strength, help optimize the country's industrial structure, and facilitate the development of international trade globalization.

Under the overall pattern of economic globalization, international trade has become the core component of economic globalization. The WTO has played a central role in the formulation and implementation of multilateral trade rules, multilateral trade negotiations and the settlement of trade disputes. However, because of the poor economic development environment in the world in recent years, the economic performance of various countries is relatively weak, the development of international trade also presents a multilevel and multi type problem. The multilateral trade negotiations are becoming more difficult. The planned implementation of the original part of the free trade area is not ideal, and the international trade frame based on the world trade organization is the core. The shelf is facing more and more challenges. The developed member countries of the world trade organization, through their own advantages and the use of trade rules, implement trade protectionism, use different means to escape the established obligations and protect their own interests, which seriously destroys the spirit and principles of WTO, and leads to the failure of the content of multilateral trade negotiations to be effectively implemented. The World Trade Organization as a whole the frame has been subjected to varying degrees of impact. The integration of the world economy has made the economic ties of countries closer, and the level of opening up has further promoted the development of our economy. At present, the economic development of the world is still disturbed by a lot

of unstable factors. There are still huge uncertainties in the economy of all countries. The international trade environment is more complex than before, and the different countries and economies need to face more severe trade challenges. At the same time, new technologies, new situations and new demands have provided new opportunities for international trade. Under the background of economic globalization, the world economy has changed from industrial economy to knowledge-based economy, which has promoted the emergence of new trend of international trade. It is of great importance and significance to grasp the development direction of international trade and to improve the quality and quality of our foreign trade.

### 1.3.3 Informatization.

The 21st century is an era of informatization and science and technology. Computer technology and internet technology have developed rapidly. In recent years, the development model of international trade has also gradually transformed into a new development model using computers and the Internet as its medium. Through computer and the Internet, it can promote the communication and exchange of international trade information, and can better communicate with business partners and customers. Improve the management level of the company and enhance the competitiveness of the company through technology.

Although China's international trade guiding ideology is extremely advantageous, with the changing world pattern, the increasingly complex foreign trade environment has made the issue of foreign trade even more pronounced, such as over-exploitation of resources, lack of strong international economic competitiveness, or increasing trade frictions. Wait. It is not difficult to see that traditional foreign trade guidelines have

been difficult to meet the actual development of China's international trade. Therefore, at this stage, we must actively discuss the status quo of China's foreign trade development, and select the appropriate development path.

"Internet Plus" has not only brought great promotion to the development of industries in different fields, but also allowed Internet information technology to develop effectively and at a very rapid pace. Under such circumstances, more and more enterprises are making urgently need to recruit high-end talent in the Internet. However, judging from the current situation in China, this talent is very lacking. Of course, there are certain problems in the development of the "Internet +" international trade. The developed countries have restricted developing countries and backward countries, especially many developed countries, pursuing their own interests in a blind pursuit, and have brought great blows to the development of international trade in developed and underdeveloped countries.

International trade is under normal circumstances, transfer the goods to services international, this trade is composed of import and export, need buyers and sellers undertake corresponding obligations together, have a direct impact on the price of the goods For example, we compare the familiar apple mobile phone, usually in the duty-free shops to buy apple mobile phone, the price are relatively cheap, we are familiar with BMW, if direct purchase in Germany is a lot of Internet + cheaper than domestic purchase , especially brought great impact to international trade, but also a business reform, the biggest difference between network and entity is its virtual sex, as a result, Internet + in the process of business development, has certain advantages, more must be less than the development of the industry, has brought the new



technology, more in terms of safety concerns. A lot of people's understanding of the Internet, but do not know what is the concept of "Internet plus", "Internet plus" is based on Internet, to innovate on it. Because of the development of the economic era, there is a constant change, which undoubtedly brings great space to the industry of different fields, and provides a corresponding network platform. This is also a new situation in the development of Internet technology. It is of great significance to the enterprise and the production and development of enterprises. "Internet plus" cloud computing, networking, big data, bring a great role in promoting the development of modern information technology in manufacturing industry, for the development of emerging industries continue to grow, so that the new industry continues to birth, to provide favorable conditions to make the Internet public entrepreneurship, innovation platform the enterprises The industry is increasing continuously, for example, we are familiar with Taobao, micro business and so on. This is the key to the development of the industrial economy, and it is the driving force for the development of our national economy. "Internet plus" come out, let the Internet Finance and e-commerce are the effective development, the development of international trade has entered a new era, especially brought great impact to the production mode of traditional enterprises, so that the transaction cost has been effectively reduced, more to promote China's international trade healthy growth.

It can be said that the birth of network information technology has brought new opportunities to enterprises and it has also been extremely challenging. It has promoted the rapid development of economic globalization and brought great challenges to micro-enterprises, especially these tiny companies do not have corresponding

advantages in international trade, and their funds are not sufficient. As a result, these enterprises are still lagging behind in terms of information technology, and they are also very limited in their competitiveness. Therefore, in order to enable the country to develop better, the talents in technology should pay attention to training and promote the sustainable development of international trade.

#### 1.4 Main issues facing China's international trade

##### 1.4.1 Resource development.

Although China is a big energy country, due to China's national conditions and its special development stage, China's international trade shows the basic characteristics of labor-intensive and resource-processing. The most immediate problem with this phenomenon is that natural resources have been exploited indiscriminately, and the area of forested arable land has been declining so rapidly that it cannot support the rapid development of foreign trade. Economic globalization is an inevitable rule of historical development, and it will not stagnate with the will of a country or economy. In the tide of globalization, China should adapt to the great environment, the big situation and the big pattern with a positive attitude, and take the initiative to meet the requirements of the new form of International trade and for our country in the international market. Competition has a leading advantage. Facing the current complex and changeable economic situation, China's foreign trade level will inevitably face many difficulties and challenges. Therefore, China should adhere to the basic national policy of opening to the outside world, continue to deepen the level of opening to the outside world,

accurately judge the trend of international economic development at the present stage, formulate foreign trade strategy, and invest more actively in the competition and cooperation of international trade. In order to further improve the level of opening to the outside world, our country should optimize the domestic industrial structure, improve the industrial level, and integrate the domestic resources in order to form a more powerful national strength. At the same time, our country should accelerate the reform of the foreign trade mechanism, actively implement the WTO principles and regulations, and optimize the market competition environment. In addition, our country should pay attention to developing trade relations with developed countries, further promote the development of regional trade and speed up the economic development of our country.

A large part of international trade is done through multinational corporations as carriers. Therefore, the development of multinational corporations is of great significance to China's foreign trade. At present, some enterprises in our country have gone to the international market and compete with foreign enterprises in the world. However, both the volume and competitiveness of our multinational enterprises are far from the foreign multinationals. Our country needs to guide our country's enterprises to be strong and strong through positive policies, actively go out of the country, realize transnational operation, allocate resources in the international market, open up a broader market and gain more lucrative profits. The transnational operation of the enterprise is different to the improvement of our country's trade quality. Overall, economic globalization is a major trend of economic development. International trade effectively carries the needs of all countries in the global allocation of resources. For

our country, facing the current complex and changeable trade environment, China's economy, as a challenger, is challenging the original economic interest system in the world, so this process will inevitably face many obstacles and problems. With the increasing uncertainty of the world economy in recent years, the trade conflicts between our country and other countries and economies will become more prominent. The clear and clear trade strategy in China is related to the stable and healthy development of its own economy, and it will also affect the distribution of interests between China and the trade partner countries in the adjustment of trade globalization, and it will also affect the adjustment of the international trade system. Actively participating in the process of global economic development is the need of China's economic development. To grasp the trend of international trade development, to formulate the international trade strategy and to improve the competitiveness of our country in the international market, the sustained and healthy development of the economy can be achieved.

#### 1.4.2 Lack of international competitiveness.

The above analysis pointed out that labor-intensive products are the major components of China's international trade structure. Despite increasing emphasis on science and technology in recent years, China has also begun to increase the proportion of high-tech products, but it still dominates labor-intensive products. , and in the short term this phenomenon does not change. In addition, although there are a lot of high-tech products exported by China, there are few independent intellectual property rights, especially the technical aspects lag behind developed countries. Therefore, China does not have strong competitiveness in the international market.

In recent years, China often suffers from trade friction due to its own and external factors. In terms of its own factors, China's industrial structure is relatively low, and most of the export products are labor intensive products, which are dominated by price advantages and easily lead to trade frictions. In addition, the proportion of China's export trade is very high, and the impact and impact on the trade partner's market is very obvious. In terms of external factors, competition for the international market is an important pillar of economic growth nowadays. Countries will try their best to protect trade. China is a big country in international trade. Trade barriers have a great harm to our foreign trade. Some countries with different objectives restrict the development of China's economy by establishing trade barriers. Especially in recent years, in order to protect their own economic interests, the trend of trade protectionism has become increasingly evident. As an important part of our country's economy, international trade should improve the coordination system of anti trade protection, improve the level of trade frictions, and resist and attack protectionism through various means. As a member of WTO, China should fully analyze the rules and regulations of the world trade organization, master the trade relief measures, try to reduce the loss caused by trade friction, improve our trade level, and maintain the rapid development of our foreign trade. The trade frictions and trade protection barriers facing our country at the present stage are the effects that the economic development of our country derives from the adjustment of the world economic structure. Therefore, on the one hand, the trade frictions need to be actively resisted and attacked on the one hand, and on the other hand, it needs to improve the industrial structure of our country substantially, only with China's position in the international economy. After recognition, the trade frictions we

face will enter a new equilibrium stage. In other words, trade friction and protectionism will be the new normal for China in the process of international trade.

#### 1.4.3 Frequent trade friction.

As we all know, China has very rich resources, especially labor resources are characterized by intensive and cheap prices, which makes export prices generally low, and also has a huge impact on similar markets in importing countries. Because it wants to protect its own domestic market, it often conducts anti-dumping investigations in China, and it also develops technical trade barriers and environmental protection restrictions for China. all of which are products exported by China in large quantities. Especially in recent years, the EU, Japan and other countries have more stringent restrictions.

According to the need of international trade for the Internet, e-commerce as an important way of network trade, China needs to accelerate the development of e-commerce. China's electronic commerce has made a great contribution to the consumer goods industry. At the same time, the state should support enterprises in other industries to promote the popularization and development of e-commerce and broaden the channels for the promotion of enterprises. In addition, China should invest more resources in promoting the development of e-commerce technology, and always maintain the frontier and reliability of China's network trade technology. As the network trade is the new trend of international trade, the construction of laws and regulations in the network trade is not perfect, so China should establish and improve the laws and regulations of network trade as soon as possible, so as to maintain the legal operation of China's network trade.

## 1.5 China's international trade development model and its path

### 1.5.1 Improve the related policies of the logistics industry.

At present, the relevant regulations and policies in the logistics industry in China are lacking in perfection, and even some regulations and policies are lacking. This requires the relevant departments of the state to combine the actual situation, formulate sound regulations and policies through scientific and reasonable investigations, and then ensure the integrity of the national logistics laws and regulations. , And under the support of policies to unify the logistics standards, gradually meet the international logistics industry standards, to achieve a standardized market competition order, and fully enhance the industry and the company's service management. In simple terms, to promote the stable development of the international logistics industry, it is crucial to strengthen the adjustment and improvement of international logistics regulations and policies.

### 1.5.2 Regulate the export market.

International trade must achieve good development without the support of national policies. At the same time, it needs to establish export market intermediary organizations and fully play the role of organizational guidance, management, and coordination to standardize export market management. On the one hand, China must actively learn from the experience of successful countries. At present, foreign countries have formulated relevant laws and regulations for the export market. At the same time, they have also established corresponding intermediary organizations. Their main purpose is to prevent exporters from competing at a low price and causing problems in

the same room. Therefore, our country should also fully learn from this point and actively establish intermediary organizations to strengthen the management of export markets, and then reasonably supervise and guide market prices, create a normal and fair operating competition order and environment, to avoid the occurrence of low-price competition in enterprises.

### 1.5.3 Encouraging enterprises to independently innovate.

The acquisition of technology is mainly based on innovation and the introduction of these two methods, but no matter what kind of acquisition means, the most important thing is still innovation. When introducing new technologies, companies must fully digest technology and innovate, which is also the main way for companies to master core technologies. From the perspective of foreign companies, their time-consuming and labor-intensive research and development of new technologies are not intended to be transferred to competitors; from the perspective of foreign governments, to ensure the safety of national economic policies, they often formulate laws and regulations to prevent Domestic companies transfer core technologies. Therefore, in order for our government and enterprises to make further progress, we must intensify the innovation and mastery of core technologies. This is also the key to enhancing national competitiveness. In fact, international competition is the competition for technological innovation strength. In recent years, China has continuously expanded the depth and breadth of its participation in international competition, which has led more countries to restrict the export of technology to China, and highlights the weakness of China's industrial innovation capability, which is not conducive to improving international competitiveness. Therefore, only by continuously improving the ability of independent



innovation and concentrating on breakthroughs in key technologies can an enterprise's international competitiveness be enhanced, thereby winning more ideal development.

#### 1.5.4 Other related strategies.

On the one hand, we must pay full attention to the imbalance in international trade. Although China must actively achieve diversified exports, actively introduce high technology and various advanced raw materials to ensure that the domestic market is met while promoting the stable development of the national economy. In other words, we must intensify the development of markets with potential for growth, especially for countries with a trade surplus, and combine the actual needs of the domestic market to strengthen the introduction of new technologies and new materials so as to promote the industrial structure. The upgrade will enhance the country's international competitiveness; on the other hand, it will develop vigorously for export products with competitive advantages. In recent years, the rapid development of the world economy has increased the level of consumption, and has also changed the concept of consumption and people's demand for goods. Therefore, in order to be invincible in the international market, Chinese enterprises must introduce advanced science and technology from abroad, and combine the traditional industries with high-tech means to achieve the goal of avoiding weaknesses. In addition, we must also pay attention to scientific and technological development, invest more in scientific research, and actively develop new products to increase the non-price competitiveness of export products in the international market.

At the same time, we must also increase the awareness of standardization. In other words, Chinese enterprises must strengthen the application of international standards,

fully integrate the actual situation of the enterprise with ISO 9000 and other management standards, formulate management models suitable for the enterprise, and provide guarantees for the quality of products from the system, so as to encourage enterprises to Invincible in the international market.

## 2. GENERAL ASSESSMENT OF THE WORLD MANUFACTURING

### 2.1 The historical process of development

The history of world manufacturing developed from Europe to the United States , then to the Japan ,after Japan made a big success in economic ,Asia tigers( Hong Kong , Taiwan , Korea , Singapore ) carry out export-oriented strategy , focusing on the development of labor-intensive processing industry ,in a short period of time to achieve the economic take off , became the whole of Asia developed rich areas. The trend brought away to China coast , 30 years ago the leader of China – Deng Xiaoping , who put forward the policy of reforming and opening up in China's coastal areas , which has achieved great results. China's rapid economic development makes the Chinese manufacturing industry by leaps and bounds. At same time , southeast Asia like Thailand becomes many large multinational companies processing plants. "MITI-V", also known as the "Powerful Five", is expected to be among the five most potential for rapid development countries in the next five years, with the rise of the five countries: Malaysia, India, Thailand, Indonesia and Vietnam.

Look around the world , from the world's major manufacturing power GDP accounting for the country's total GDP in 2013[1] , I pick up six most representative countries as examples:

1) China: in 2013 , manufacturing GDP is about 29,9% of total GDP ; mainly focus on industries such as toys , clothing , electrical and electronic products , is the world's largest exporter and the second largest importer , China is the world's largest toy producer, the market share of up to 70% , is also the largest motor vehicle producer

(cars and commercial vehicles), China's automobile production in 2014 was 24 million, accounting for 26% of the global total.

2) German: in 2013 , manufacturing GDP is about 22,2% of total GDP ; is excellent at Electromechanical manufacturing , German small and medium-sized enterprises to produce cutting-edge machine tools for emerging markets for emerging market development and manufacturing capabilities; Germany's well-known car brand in the world established a reputation and strong customer loyalty.

3) Japan: in 2013 , manufacturing GDP is about 18,8% of total GDP ; rely on Consumer electronics, automotive, semiconductors ; Japan's revival plan will be infrastructure and energy (next generation of cars) as a key industry; Japan is home to many of the world's leading automotive and electronics companies. Automotive, auto parts and electronics are the country's largest export products. Japanese companies are now receiving 50% of the global industrial robot market share.

4) India: in 2013 , manufacturing GDP is about 12,9% of total GDP ; The World Bank says India is one of the most stringent labor markets , India's share of the global labor force is expected to increase from 17,8% in 2015 to 18,8% in 2050, topped the list , belonging to labor-intensive manufacturing.

However, only 5% of the labor force has received formal skills training, and the employability is a problem.

5) America: in 2013 , manufacturing GDP is about 12,3% of total GDP ; With the advantages of innovative ecosystems ; Rich shale gas makes the United States an attractive destination for energy-intensive manufacturing (eg: chemical), and some manufacturers of petrochemicals, steel, fertilizers and other products have moved

overseas production back to the US, taking advantage of lower The cost of raw materials.

6) Britain :in 2013 ,manufacturing GDP is about 9.7% of total GDP ;Aerospace and advanced material always standing in the forefront of the world ,Britain accounts for 17% of the global aerospace market revenue, the largest share of the European region, second only to the United States ; Britain's largest manufacturing sector is food and beverage, chemical, rubber, plastic and non-metallic minerals, aerospace and high-tech manufacturing. Food and beverages accounted for 15% of the country's manufacturing value added in 2014.

With the manufacturing industry in the digital world and the integration of the physical world, the way to build manufacturing competitiveness can be achieved through advanced technology, forecast analysis, Internet of Things (IOT), intelligent products and industrial 4.0 intelligent factory, advanced Materials are critical to future competitiveness.

## 2.2 Winning factors in manufacturing in modern society

The Key drivers of manufacturing competitiveness I summarize as four points. The most important one is talent , second is cost , profits depends on cost.

Third is prolificacy and fourth is supplier network , besides these, other key drivers of manufacturing competitiveness are legal supervision system, education infrastructure , material infrastructure construction , economic, trade, financial and tax systems , innovative policies and infrastructure , energy policy, local market

attractiveness , medical system [2].

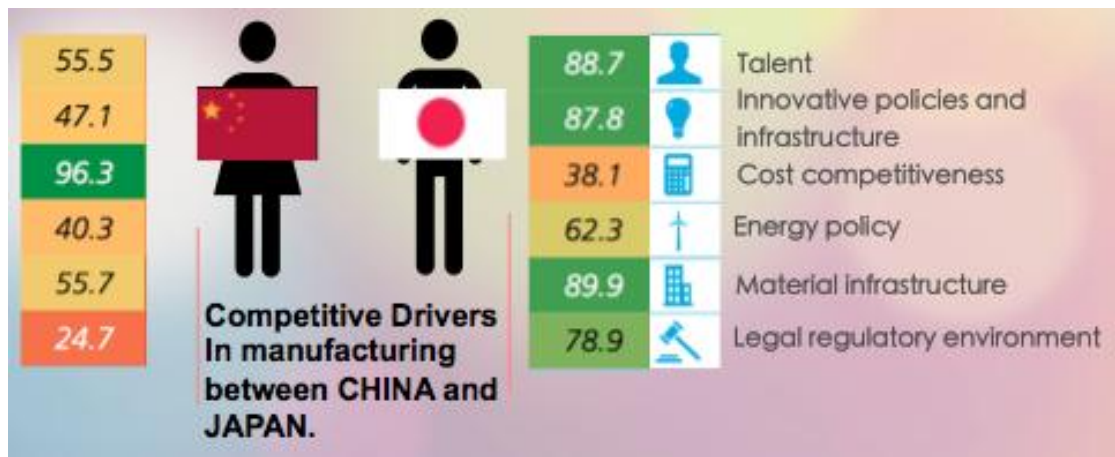
The key elements of national reconstruction I summarize as three aspects : innovation , talent and ecosystem.

According to the Deloitte [3] , the analysis of the world bank ( XIV ) , in 2016 the manufacturing industry ranking first is China , second place is America , and Japan placed as the fourth , after German ; but the future forecasts in 2020 America will place as the first one , stronger than China , and Japan is also thought to be the fourth place. Japanese society is one of the world's most aging countries. Excessive quality is the beginning of the Japanese manufacturing industry, and now has become the reason for the decline, and emerging markets and the inevitable development of the technology cannot be separated.

Japan as the modern world one of the superpower country has four indicators ranked first in the world:

1. Research funding ratio of GDP;
2. Business-led research funding accounted for the proportion of total research funding;
3. Japan's core science and technology patents accounted for more than 80%[4];
4. Global innovation hundred enterprises in the number of 40 Japanese, and strive to 35 US companies on the list.

If compare Japan with China in manufacturing : here is a photo list of different competitive drivers with different level of points in six aspects[5] (Picture 2.1):



Picture 2.1 – Competitive drivers in manufacturing between China and Japan  
in 2014 in Deloitte report

1. Compare the two country's talent , Japan developed more years in education than China , in many fields has higher standard and ability , so the quantity and quality of talents Japan has a bit advantage.
2. In innovative policies and infrastructure , Japan's emphasis on innovation and training is more advantageous than China , which is still in the primary stage of socialism.
3. The index of cost competitiveness is obviously shows China has a absolutely advantage than Japan ,because Japanese are higher standard of salary ,on the other side , China has demographic dividend , as the world's most populous country.
4. Japan has a much advanced idea about environment , the forms of energy is diverse , is actively trying to apply some new energy like nuclear energy , which is a little bit better than China.
5. The index of material infrastructure Japan is still higher than China , Japan as the classic developed country and the first developed country in Asia has a longer history

in manufacturing industry and economic surroundings.

6. About legal regulatory environment , China is developing , with immature legal systems and norms , unfairness is still common , and legal loopholes still need to be made up.

In China made 2025, the manufacturing quality competitiveness index is included. Not long ago, the National Bureau of Statistics announced the 2017 national economic and social development statistical bulletin, which was the first time to include the quality qualification rate of the manufacturing industry as an index for improving the quality and benefit of the development. The next step is to build a new quality evaluation system based on total factor productivity, quality competitiveness index, public service and satisfaction index. The development of quality benefits can be implemented, analyzed and evaluated to promote the continuous improvement of quality. At present, we need to reconstruct the quality improvement mechanism from three aspects: the main line of the structural reform of the supply side, the balance of the supply and demand system, the insistence on the demand traction, the creation of the mechanism of China's manufacturing, the construction of China, the effective supply of China's service, the decisive role of the market allocation of resources and the formation of the market Leading, government guidance, enterprise main body, social participation quality promotion synergistic mechanism; more clearly uphold the open and integrated economic development concept, build co - construction and sharing of win-win cooperation concept.

Statistics show that in 2015, Japan became the first country to invest in China with a total investment of over US \$100 billion, ranking the largest source of foreign



investment in China. At present, China is still Japan's largest trading partner, while Japan is the second largest trade partner in China. In 2017, bilateral trade totaled \$302 billion 990 million, an increase of 10.9% over the same period last year, with a mark of three hundred billion dollars over two years. After analyzing the types of Japanese enterprises that have invested in China, kazaki said that with the development of China's economy, China and Japan have developed new trends in economic and trade exchanges. The first is that with the rapid development and expansion of small and medium enterprises in China, the small and medium enterprises in Japan have been compressed in China, so in recent years, most of the Japanese enterprises with new investment in China are large enterprises, and the proportion of manufacturing and service industries is 6:4.

"Although Japanese enterprises still invest in China are still concentrated in the manufacturing industry, the Japanese trade revitalization agency believes that with the development of China's economy, the third industry will usher in a new round of growth," said kazaki, "especially the Japanese enterprises with the ability to provide high quality services will have the opportunity to open up a new market in China."

Second, with the proposal of "made in China 2025", China's manufacturing industry is undergoing transformation and upgrading. China needs more foreign-funded enterprises with high technology. So kazaki believes that Japan's automated enterprises, such as robots and new energy vehicles, have more opportunities to invest in China, as well as the growth of exports to China in recent years, such as semiconductors and machine tools.

Apart from the content industry, tourism has also been heating up rapidly with the

warming of Sino Japanese relations. The data showed that in 2017, there were 10 million people for the first time, of which China's visit to Japan was a new record of 7 million 356 thousand visitors, and the number and consumption amount were the first of the foreign visitors to visit Japan. With the continuous growth of Chinese tourists, many Japanese stores can not only use China's mobile payment function, but also have a Chinese shopping guide. More Japanese cities also want to attract Chinese tourists. "We hope that with the upcoming Olympic Winter Games in Beijing, China will have an opportunity to develop more ice and snow sports to attract more Chinese tourists to Hokkaido." Takahashi Harumi, the Hokkaido governor, told the twenty-first Century economic reporter that 10% of the foreign tourists coming to Japan will choose to travel to Hokkaido, which accounts for half of the number of Chinese tourists.

### 2.3 Japanese enterprises fraud events and development status

First-tier manufacturing technology shortage, while information technology penetration slow. According to statistics, the number of manufacturing workers in Japan has dropped from 15 million in 2005 to 10 million currently[6]. Japanese companies frequently suffer from declining performance, retreats and scandals, so let's start to question Japan's manufacturing. On April 20, Mitsubishi Motors admitted that there were illegal operations in the fuel efficiency tests of the four vehicles. On May 18, Suzuki Motor Corp. admitted that there were fake fuel efficiency data for 16 models sold locally. On July 19, Takata Safety Airbag in the test there is data manipulation and tampering problems.

Just recent days , the 100-year history of Japan's third-largest steel company "Kobe Steel" , acknowledged the supply of data fraud, affecting more than 200 middle-and-lower reaches of aviation, automotive and other enterprises. The incident was so huge that it was described by Japanese media as a "Kobe shock" that "shaken Japan"[7]. Prior to this, Japan has adhered to a number of scandals in Japan, the world's manufacturing powerhouse. For example, the "Takata airbag" and its recalls are still in the process of fermentation. Data such as Toshiba and Mitsubishi Motors are faking and whitewashing accounts. In the past, the economic and trade frictions at the micro level between the United States and Japan evolved into a macro-level institutional collision. In particular, the United States and Europe have simultaneously pulled up the "geo-economic circle" – the North American Free Trade Area and the European Union - and pushed the world economy into the dominant pattern in the United States and Europe[8], Japan was excluded. Japanese companies have to face unequal tariffs and non-tariff barriers with their European and American counterparts. "Japan's costs" rise and its competitiveness declines.

From a domestic perspective, the "workers' group" formed in Japan by the "Baby Boom" after World War II ushered in the "G-Day Reincarnation" in the new century. Japan's labor force has definitely declined while innovation and passivation and fiscal deficits have caused a spiral in the potential productivity of Japanese companies. The potential growth rate of Japan's economy is close to zero. Japan's manufacturing industry in the past to seek the global market share, gradually let the capital gains rate, cost competition, revenue competition has become the new target of Japanese companies. As Abe once again came to power, Japanese companies made use of the

devaluation of the yen brought by Abenomics to exaggerate profits, hiding overseas investment gains from "internal retention." According to the Japanese Ministry of Finance statistics, listed companies do not pay tax "internal retention" up to 400 trillion yen, or about 4 trillion US dollars, neither investment nor for rising wages. The three-stage model of "export, investment and consumption (wages)" that Japan's economic growth once presented has been transformed into a tightening model of expanding profits, increasing investment, and shrinking consumer spending. Enterprise management and macroeconomic "lost contact".

In this chapter , mostly summarize the history and development of world manufacturing , analyze different countries has different strengths and weaknesses. Describe the winning factors in manufacturing in modern society , talents and innovation is the most important factors nowadays. Compare the most famous manufacturing countries' manufacturing GDP rate so as to find the situation of China and Japan , then find the recent news of Japan to deeply analyze the market.

### 3. CHARACTERISTICS OF THE FMCG MARKET IN JAPAN

#### 3.1 The necessity and structural strategy of sino-japanese trade

Since the Han Dynasty, China has had trade relations with Japan. Since then, the trade relations between the two countries have become closer and closer. Whether it was forced to open the country in the 19th century or the initiative of the latter half of the 20th century [9], Japan is the number one trading partner for China and China is the second trading partner for Japan.

Taking capital resources as an example, China's capital resources account for 9,4% of the world's total capital, which is a net inflow of foreign direct investment, and there is still a further upward trend in capital reserves. Japan's capital resources make up 6.9% of the world's total[10]. The reason is that Japan has long been restricting the flow of foreign capital into the country while encouraging its enterprises to invest abroad, leaving Japan as a net outflow of foreign direct investment. In recent years, the momentum of trade development between China and Japan has been staggering, and the bilateral trade scale has been constantly expanded. According to the data released by the Chinese Ministry of Commerce, the bilateral trade volume reached 87,72 billion U.S. dollars in 2001, 101,9 billion U.S. dollars in 2002 and 207,76 billion U.S. dollars in 2006, while the trade volume in 2010 was almost equal to 300 billion U.S. dollars, forming an ever-expanding trade volume And there is a continuous upward trend. In the trade between China and Japan, China's processing trade exports account for 54,1% of the total exports to Japan. This proportion should be considered as quite large. The reason for this situation is that only about 50% of Japan's products exported to China

are actually consumed by the Chinese and most of the rest are returned to Japan or other countries after processing in China.

The proportion has exceeded 40 %. This is mainly due to China's introduction of a series of measures to encourage the export of mechanical and electrical products. It shows that China's exports to Japan are no longer dominated by textiles and food products, and their product structure has been gradually improved.

However, China lags Japan in knowledge and technology resources and international resources. Taking knowledge and technology resources as an example, at present, Japan's knowledge and technology resources are 8 times that of China. China's knowledge and technology resources account for only 1,85% of the world total, compared with Japan's 14,7% [11]. The differences in such resources have created the conditions for cooperation and exchange between the two countries in the economic and trade fields. Second, from a specific industry point of view. In the field of textiles, China is far below Japan in terms of labor costs and processing costs, occupying an absolute superiority. Moreover, as the level of consumption in China continues to increase, the demand for high-end textiles is on the rise and the potential of the consumer market is growing. Japan, on the other hand, has the technological advantages embodied in the research and development and application of new fiber materials. After developing new materials, Japan can quickly turn it into a new product with a unique reputation. This technological innovation capability is unique in the world.

After the Asian financial crisis, the recovery in Japan among Asian countries was the slowest. So far, the domestic economy is still in a downturn and unemployment is

not improving. Domestic costs are rising, especially labor costs. International competitiveness of some products is declining, especially in agriculture, textiles and clothing. International competition is at a disadvantage. China has implemented a policy of deepening reform and opening wider to the outside world, speeding up the technological and technological progress of enterprises, adjusting the industrial structure, greatly reducing the production costs of some products (for example, some labor-intensive products) and enhancing their international competitiveness. In addition, in the circulation channels and circulation links, some products in China also occupy comparative advantages. Therefore, the Japanese government has taken urgent import restrictions to protect the interests of its domestic and domestic counterparts. This has not only dampened the enthusiasm for domestic product exports but also restricted the sales and development of Chinese products in Japan and has become a heartbeat disease in China's export business.

The relations between China and Japan began to rise gradually since 2017. In April 16th, as the highest level exchange mechanism in the economic field between the two governments, the high-level dialogue between China and Japan took place in Tokyo in 8 years. China's State Councilor and Minister of foreign affairs, Wang Yi, meeting with Japan in Tokyo, said that the two countries are standing at a new starting point, hoping to open a new future for bilateral cooperation and push forward relations between the two countries. A series of data also corroborated the trend of warming relations between China and Japan. In addition to the dialogue between the high level government officials in May, the bilateral trade volume in 2017 amounted to 302 billion 990 million US dollars in 2017, and it weighed three hundred billion US dollars

in two years. At the same time, with the proposal of "China made 2025", Japanese society generally believes that this will contribute to the development of Japanese high-tech enterprises in China, and more Japanese enterprises are prepared to expand their investment in China. The Chinese and Japanese folk exchanges are also deepening. For example, Japan is planning to introduce more Chinese films in this year to introduce a diversified Chinese culture to the Japanese people, and Japan also regards China as its important overseas market, and hopes to promote the Japanese cultural industry through a variety of new media, such as the Internet.

After a few drizzle, Japan became warmer in March. The most famous cherry blossom season in this country has arrived. In addition to the climate, there is also the relationship between Japan and China. In 2018, as the fortieth anniversary of the signing of the Sino Japanese Treaty of peace and friendship, the two countries have launched active cooperation in various fields such as politics, economy, culture and so on.

Economic data are the barometer of the relations between the two countries. The Japanese trade revitalization Agency (JETRO) survey showed that Japan's investment in China rose 5.1% in 2017 over the same period, not only ending the negative growth trend since 2013, while the investment of \$3 billion 200 million was also the highest year since 2015. With the development of China's economy, Japan's trade association with China also has a new trend. AyakeAyoshi, President of the Japan China Friendship Association in Ishikawa County, told the economic reporter on twenty-first Century that "the Japanese enterprises in China are decreasing, while domestic enterprises are increasing." The change of Japanese funded enterprises is in line with



the reform target of China's economic mode from investment dominated to consumption led. The field of consumption will attract more Japanese funded enterprises to expand their investment in China. "We will also introduce more Japanese content industry to China by the spring breeze with the warmer relations between the two countries," said DajiangPeng, the assistant governor of the Cultural Industry Bureau of the economic and industrial province of Japan. Looking ahead, China is still an important offshore market in Japan. "

The economic exchanges between China and Japan are closely related to the diplomatic and political relations between China and Japan. In recent years, there have been some problems in Sino-Japanese relations. For instance, Japan has distorted historical textbooks, Japanese parliament members and even leaders have paid homage to the Yasukuni Shrine, and have repeatedly made incidents on issues such as the ownership of the Diaoyu Island, the demarcation of the East China Sea and the Russian gas pipeline, which have a serious impact. The bilateral relations between China and Japan and the normal development of bilateral trade have become catalysts for trade frictions between the two countries. At the same time, they have inhibited the development of both official and non-governmental economies in China and Japan and caused undue troubles for the mutual economic cooperation between the two countries.

Therefore, Japan can create the world's unique differentiated products, such as swimming suits and track suits developed using state-of-the-art technology, eco-garments developed using the light reflection principle based on the mysterious colors of the butterflies in South America, The warm and warm fibers and so on. China is still weak in technological innovation capability. Therefore, Japan tends to export the

newly developed raw materials to China and use the cheap labor force of China to process the raw materials into finished products, which are then returned to Japan or other countries. In the process, both China and Japan have given full play to their strengths and have taken advantage of each other's strengths to benefit both sides.

### 3.2 Japan market characteristics and national character

How difficult is the Japanese market to enter? Here is a lively example of Japan market's attitude toward foreign matter. Feature phone era, Motorola and Nokia in the global market was successful in Japan, the market share is almost zero; Smart phone era, Samsung in the global market share of the first, in Japan has not achieved real success [12].

I have once been to Japan in 2016 , on the subway and some other crowded place I noticed that not only some olds but many youths use old phones or Japanese brand phones ,not like Chinese love to follow on the trend ,everybody is willing to use iphone and want to buy a I phone although it costs too much , maybe a worker should save several months to save enough money. Another reason I think about is in Tokyo following with high living cost Japanese are under too much pressure and have a habit using things for many years until it is broken.

Anyway ,Japan has the world most intense competition in the market, public have a picky taste because the fierce competition eliminates low-quality enterprises , leaving high-quality enterprises and commodities ; because of that emerging industries, goods and companies endless.

According to my experience during travel , from the traveler's point of view , Japan gives me some impressions:

1. Like exquisite small items. Japan has a lot of fine small things, at the same time, her animation is also affecting the creation of the world, many supplies are designed very cute, beautiful , make it popular.

2. Have the spirit of craftsmen; Japan has a lot of longevity business, many small shops 100 years are only doing the same snack or dessert, and even grandfather life are only studying how to cook a bowl of delicious rice, from the time of soaking rice, , the furnace, the container, are a stress. Many countries do not have this kind of atmosphere, full of patience and perseverance to do the same thing.

3. Like to be alone, pay attention to private space. Japan has a famous Mona Ramen, is the traveler will eat the list, the seat here is very interesting, separated by a board of people or two people, each person has curtains in front of any service on the back of the curtains .The food will be from the curtain behind the end; the menu is very detailed, detailed to your taste is to put the light or green onions, the surface is a bit of maturity, spicy different degrees.

4. A wide variety of goods, classification and meticulous. Japan's world-famous drug store dazzling array of products, cosmetics, a variety of selectivity. There are many types of other countries do not have, such as the end of the toilet can be used to immediately let the toilet fresh air, shoes fragrance and so on. It seems that the Japanese are very concerned about the personal hygiene and the impression of others.

5. Service above everything else. You walk into the mall, everywhere can feel the service staff smile and friendly, shopping staff when trained, respectful, have their own

unique service culture.

Although recent year the upper middle class of Japanese big business is impotent, its middle level is very strong. Therefore, the leadership at the top level is like a parade. It does not seem to affect its management in the short run. In this connection, Professor Du Weiming from Harvard University has a very classical observation[13]. He pointed out: "Confucianism is not a filial piety in Japan's development, but a loyalty." That is, the Japanese can be unfilial but can not be unfaithful. Can not say that Japanese society is exactly the case, but there is some truth. Loyalty is a virtue, but at the same time a society and a business must have the ability to correct the wrong leaders in order to ensure their sustainable development. Otherwise, the whole army may be annihilated.

The Japanese craftsman spirit has always been a great relish. There are many feelings for artisans in industrial manufacturing in Japan. The Japanese craftsman culture has a system of identification, which is divided into three levels: the lowest one is called the craftsman. They are processed by skilled manual technology; the middle one is called the modern name worker, which is awarded the first place of excellent skills in different industries in Japan's thick labor Province, and about 160 people each year. The highest level is the national treasure, which is the highest level master technician recognized by the state. This kind of social atmosphere is formed by such a state cognizance system, the technicians of all levels of these qualifications, which are widely respected in the Japanese society. The origin of Japanese craftsmen's spirit has various versions, which can be traced back to sixteenth Century. At that time, Toyotomi Hideyoshi came to the army of Korea, and the history called the Japanese bonobos (China called the Korean War). In this historical event, the Korean

Confucianism who took the captive from the DPRK to Japan wrote the book "watch the sheep book". The book first appraise the unique Japanese craftsmen and the first record of "the first day of the day".

In Japan, there are many areas of subdivision. People who work in a certain field to the most extreme people will be admired. In Japanese society, it is recognized that the craftsman culture is gradually formed, which is the historical source of the craftsman's spirit. The core of the Japanese craftsman's spirit: keeping, breaking, and leaving. "Keeping, breaking and leaving" is a famous and most representative thought of Japanese traditional drama, tea ceremony and kendo. It has a direct influence on Japanese craftsmen and all walks of life and plays an important role in the formation of the Japanese craftsman spirit. The so-called "guard" is you as an apprentice, a master from the master, the master to teach you what you want to learn, and seriously in accordance with the instructions of the master to do, even the most basic thing to do it in place; follow the established standards and teacher's teaching, long and repeated operation, practice the basic skills. "Breaking" means that after having a solid internal strength, we should join our own ideas and work hard on this basis and gradually break through the traditional limitations. The third stage is through continuous tempering, from the existing form of learning, to play the independent and original personality, gradually form their own style, and finally become their own unique things, with the original master to teach you completely different, this is "leave". The ideas of keeping, breaking and leaving were more in the tea ceremony and the Kendo in Japan. Later, they were popularized to other handicraft industries, including modern industry, and

the teachers and apprentices were passed down from generation to generation. In the end, the apprentice can surpass his master and form his own style.

However, there are many problems in the inheritance of Japanese craftsmanship. The first is the change of social environment, the age of children, and the decline of craftsmen. The second is that modern young people are less willing to work in manufacturing enterprises. They prefer to work in the service industry and IT industry. The third is the evolution of technology. Many technologies do not need to be handed down by hand, and can be done better by means of industrialization. Although many things can be done through equipment processing, after all, equipment is operated by human beings. To replace the artificial equipment, there is a very important technology, is the process improvement, follow the scene, the present, the reality of the "three principles" style, everyone in the field to figure out how to improve the process. From this point of view, the spirit of craftsmen still has its time necessity. Compared with the craftsmen, it is more important to inherit the process, thought and spirit of the craftsmen.

To sum up ,Japan is a high-end market ,if we want to enter into this kind of market , we can only play strengths and avoid weaknesses. In the eighties of China, almost every family had something made in Japan and made a high quality representative , due to the pursuit of the ultimate perfect excellence. In the era of living is not rich, with the Japanese brand-name appliances (such as Sakura) is a good condition of life signs. Excellent quality may be their advantage ,the products have long service life ,however , era changing , such kind of product are not conducive to upgrading. Why it becomes a

disadvantage ? For example electric fans, in accordance with the pace of modern life, five or six years should be replaced, but the Japanese manufacturing quality is very good, no bad out of the pity, not as good as the quality of slightly lower, cheap things cost-effective, catch up with fast fashion , Japanese consumers are more inclined to by. Which represents excessive quality ,not always suitable to public. The manufacturing in Japan the human cost is too high , land prices are too high because of land area is limited ,so production costs account for disadvantages. The production speed is not fast as Chinese pipeline operations. In summary ,we have a chance to enter into FMCG(fast moving consumer goods) industry.

### 3.3 The status quo of the FMCG industry

FMCG(Fast Moving Consumer Goods) is a highly competitive product on the market today. Households such as milk, wine, liquor, beer, edible oil, cigarettes, instant noodles, beverages, biscuits, snacks, washing supplies, feminine hygiene products, paper products, baby products, cleaning products, disinfectants, in the category of FMCG[14]. Consumption groups in accordance with a wide range of different. FMCG is a unique, relatively complete and feature-rich domain for its products in areas such as consumer durables, real estate and healthcare, with distinctive marketing, routing, advertising and public relations. It can be said that FMCG is not only the sum of a category of products, but it is also a sum of marketing and communication methods.

FMCG industry is indeed not a niche club. In my opinion, this is an industry that, in addition to agriculture and construction, accommodates the labor force. At least tens of

thousands of people in the country make a living from cleaning food products to personal and home care, and then bringing the manufacturers to circulation Add up to all of the channels, including modern access and traditional access channels. This industry is not very high threshold, there is no high technical content, it is close to our daily lives - this is the FMCG more attractive place, even the teeth of the old lady and children can talk with great interest own opinion from my own point of view, there are 6 FMCG companies in China who are more "white-collar workers". The evaluation criteria include brand awareness, whether it is the industry benchmark, how marketing works, high pay, good benefits, more training, and a lot of company would like to dig from here and so on. After the filters, of course, P & G , followed Mars, followed by Unilever, Coca-Cola, Wrigley, Nestle. In fact, the manufacturing industry has a very simple philosophy, that is: “Do rice cooker, can you let the cooked rice grain crystal non-stick pan; Do hair dryer, you can make your hair dry and smooth blowing; Make a kitchen knife, you can make every housewife hands up, easy and effortless; Do mug, you can let every traveler drink a cup of hot water in the snow; Do the toilet lid, you can make all the ass are clean jade, such as spring breeze”. From the rice cooker to the toilet lid, belong to the so-called traditional industries, but whether they are "meager," unprofitable, entirely depends on the innovation of technology and ideas.

There are some very world-famous brands in Japan , as an example of Uniqlo. Uniqlo is not expensive, good quality, style is not tide, but not easy to outdated , in 2013 the sales in China reached 125 billion yen (about 7,575 billion yuan), surpassing H & M, ZARA, GAP, Semir, Giordano and other major competitors to become China's



first tide brand [15]. Like Shiseido, the name is taken from the Chinese "Book of Changes" in a sentence: "To Zai-kun yuan, all resources." In 2013, Shiseido's sales in China increased 23% to 111,5 billion yen. Its shampoo has surpassed rival China's top shampoo sales volume for the first time. Shiseido personal feeling is that after washing will make the hair more supple and easy to comb, nothing too special, not a non-Japanese brands can not be bought. Japan has many successful FMCG brands and mature industrial chains.

If I trade internationally with Japanese, I will choose to enter the field of fast moving consumer goods, the current business community to encourage consumer advocacy, advertising and marketing continue to stimulate people's senses. Why should enter the field of Japanese fast moving consumer goods? Because Japan FMCG has popularity, product replacement fast, and the pattern of rapid change, as long as the innovation in a timely manner, the product can be attractive enough to control the cost, you can occupy a certain market share. The traditional industries Japan has the absolute superiority in innovation, which is detrimental to the market competition of other countries in the innovation of excess quality and technical details. In the field of fast moving consumer goods, if you choose ordinary cosmetic and fashion brand category is Japan's strengths, so I chose the Japanese toy market, this is a field of China's toy manufacturing enterprises are strong, manufactured in Japan do not dominate. A sound sales network and stable high-quality customer base is an important competitive toy business elements. Enterprises to build a huge, well-developed sales network, the previous need to invest a lot of manpower and financial resources, and need a long time continuous improvement, in order to form a strong sales ability of the sales network.

Stable and high-quality customer base, but also require long-term investment and the precipitation of time, the enterprise only through the downstream end customers, distributors and other establish long-term relations of cooperation, in product quality, price, delivery, service and account. We have achieved mutual trust and reached a good understanding on cooperation and formed a long-term and stable cooperative relationship. Enterprises need to select the sales channel layout in line with the enterprise development strategy in the process of developing the sales network and cultivating high-quality customer resources, and further strengthen their competitive advantages in sales channels through strategic layout so as to ensure the smooth sales channels of the Company.

During the Spring Festival in recent years, Chinese tourists snapped up in Japan, especially buying Japanese toilet covers, often out of stock. Japan's toilet lid what are the advantages? In fact, the smart toilet lid originated in the United States, Japan was initially introduced and improved, introduced in the 80's new products, joined the set cover heating, warm water wash, warm air drying, sterilization and other functions. The core function of the Japanese toilet lid is toilet bowl heating and warm water rinse. Chinese tourists buying toilet seats in Japan found that the toilet seats they bought were mostly Chinese products. The same thing can be seen everywhere in the Chinese market, there is no need to come back to Japan to carry a Chinese product [16]. The so-called golden tablet monument than ordinary people's reputation. Although some people are still trying to promote Japanese toilet covers, the real problems of purchasing Japanese toilet covers soon spread to the neighbors, and the Japanese toilet

cover lasted for less than a year and became the last resort. The same fate for Japanese TV sets, refrigerators, washing machines, cell phones and the like.

On the whole in this chapter, China's manufacturing of electronic products leaves less space for manufacturing in Japan. This may be the famous Japanese electronics company Sharp, had to find the reason for the acquisition of Taiwanese companies. These special products which are in China, able to attract Chinese tourists wantonly grab the Japanese goods are actually made in China to complete the export, that is, Japanese companies outsourcing the processing of Chinese factories, and then returned to the Japanese market. Many of the manufacturing of the product itself is done in China, the Chinese factory only made a modest profit production fee, while the brand's patents and innovations are still firmly in the Japanese domestic brands.

## 4. THE ANALYSIS OF JAPANESE AND CHINESE TOY MARKET

### 4.1 Japan cartoon animations innovation and aging limitations

Drawing on the favorable conditions of the world's No. 1 animation powerhouse and the cartoon powerhouse, Japanese toy makers have drawn inspiration from film and television and other media to produce cleverly integrated high-tech products while participating in the production of film, television and media in the expectation of bringing themselves more Much better ideas and market opportunities. For example, Bandai, the largest toy maker, currently occupies over 90% of the Group's annual turnover. As a result, there has been a virtuous circle of development between film and television media and toy manufacturers. The commercialization of cartoon images in television and comics enables the linkage between goods and services, television and other media to develop profitable cartoon toys and related products. Japan's Sony, Sanyo, Honda and other companies involved in the toy market also made in recent years the Japanese toy industry's technical content and added value to further improve. Since Sony's robot pet dog, Aibo in 1999, has been continuously adding new features to it, more and more young people nowadays use robotic dogs instead of real pets. Traditional wholesalers are very important in Japan, as retail buyers are often willing to keep margins of purchase redundant while keeping purchases to a minimum, in order to avoid the backlog of merchandise inventories. For the authorized products, the entity distribution of the toys is required only for a specific target group, so some retail buyers can only purchase the products of certain wholesalers. This situation has caused some manufacturers to sell and ship these products to retail customers through

non-own sales companies. With the opening of Costco in Japan, the complex distribution system in Japan's toy market is under pressure and has begun to consider subverting and changing the traditional business model to become a "supplier-to-retailer in the United States and Europe Business "direct sales model. Unfortunately, Carrefour, which was based in Japan in 2005, closed its doors and failed to do good business in many cities.

Attributed to all these reasons, Carrefour and Goodwill mostly launched their own brands or unknown brands at lower prices, leaving Japan Consumers lose interest in buying. As a result, the Japanese began to re-examine their own sales network, as of now, still follow the traditional sales model. As most Japanese families live in small apartments with limited space for activities, there is very little sales of large toys in the Japanese toy market. Some large-scale toys on the market are mostly used for rental or store use, which is different from that in Europe and the United States.

By the labor costs and the impact of the devaluation of the yen, the major manufacturers have to raise their prices of fist products. Tome started from April 1, 2015 to raise the price of the underlying laminated game products by 300 to 420 yen, the first price adjustment for such products since 1999. Other major toy manufacturers such as Bandai, CCP and Joypalette all adjusted the price of some of their original products. In addition to the means of price adjustment, the major manufacturers in the product replacement, the product form, content, etc. to adjust to deal with the pressure of rising costs. If the yen continues to devalue, will have to implement price increases. In a large rise in manufacturing costs, the top three factors that led to rising costs are product manufacturing, exchange rate effects and logistics costs. The relevant

countermeasures, mainly include: transfer of production areas, change factories, adjust the price and logistics companies to re-discuss the price or change logistics company.

Toys sold in the Japanese market are dominated by dolls in television dramas and cartoons. As the social aging in Japan worsens, toy manufacturers in Japan are targeting the adult market one after another. For example, Japanese company GamesWorkshop launched a product for 10 to 40 years old Crowd mini-simulation battle game, players can assemble their own infantry, cavalry and tanks and other combat units, and then arranged the troops in accordance with the rules to expand the match. It is the pleasure of this game to cultivate an army by hand and let the players give full play to their intelligence. Some of the players who practice mental-based puzzle games are mostly middle-aged and older. About 80% of Sega's brainpower training games are over the age of 40. Japanese toy giants such as Sega, Bandai, Tomy and Sony still dominate the toy industry in Japan. Most of these large toy manufacturers' products are related to their popular characters, many of which are licensed products. Japanese cartoon character Anpanman turned into a variety of baby toys. The Thomas Tank Engine, a popular locomotive for children and teenagers across the globe, is also featured in Batman toys. The Games, a 30-year-old Games Workshop in the United Kingdom, operates more than 320 retail stores around the world and the Japanese set of toys sold by its Japanese branch is well received by collectors in Japan thanks to Japanese specifications. In northern Europe, its customers are mostly young people, while in Japan, customers are much older, ranging from 20 to 30 years of age. At present, at least 80% of adults over the age of 18 in Japan own adult toys, so long as

they have good ideas, they will bring huge returns[17]. Adult toys will become the focus and trend of future toy industry competition in Japan and the world as a whole.

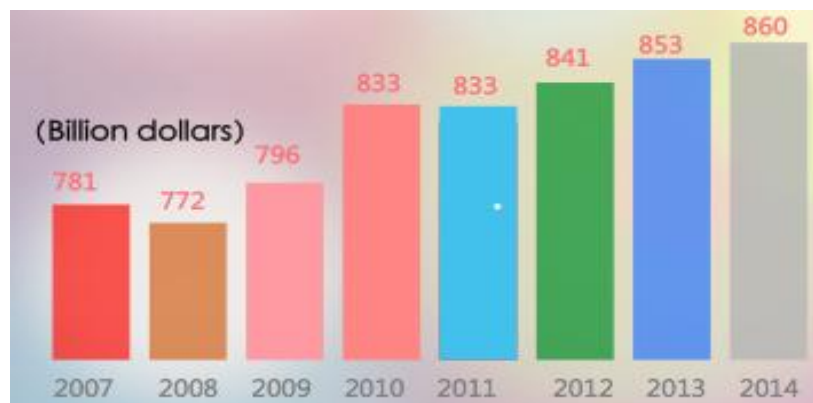
Bandai is one of Japan's largest integrated entertainment companies, mainly related to entertainment, networking, animation products and their surroundings. Its production of a variety of science fiction, animation models as many as the variety of the world's first. The most famous Gundam up to none other than the series. The company is headquartered in Tokyo, Japan and has 27 subsidiaries in eight major regions in the world. In addition to toys and children's entertainment, Bandai's global reach also includes game software, multimedia, music, feature films, vending machines, game cards, candy and licensed apparel. Japan's Bandai status is very high, up to this one is estimated to have hundreds of billions of yen in revenue each year, and Bandai there are many other toy series, Altman, Kamen Rider, Pokemon, and countless Hands do. But when it comes to hands, Bandai's hands really do not do as well as several other companies, perhaps spending as much energy on the model. Monopoly model up to this one is the advantage of any company less than, and the Bandai is still engaged in games, Namco is the Bandai's flagship, there are online delivery platform, Bandai to make it the world's largest network to play platform.

Japan Toy Association seminar, the survey company Gfk released "2016 toy sales market analysis report." Japan is one of the important toy markets in Asia and even in the world. Important exporters of China's toys and selected data of the following reports are of certain reference to the export-oriented enterprises. [18]According to the report's statistics, the toy sales in Japan have risen for three consecutive years. The

growth rates in these three years are: 2014 (+4%), 2015 (+7%), 2016 (+6%). Therefore, the overall market or head-up in this market is still promising.

#### 4.2 China's toy industry occupies a leading position in the world

According to toy association ,Intelligence Research Center[19]: China is the world's largest toy producer and exporter, accounting for about 75% of the international export toy. Look at the charts of Global toy market size in 2007–2014(Picture4.1).



Picture4.1– Global toy market size in 2007–2014

We can find global toy market has steady growth, and there is a tendency to continue to grow. China is the world's largest toy producer, the market share of up to 70% [20]. About 70% of China's exports of toys from Guangdong, Jiangsu, Zhejiang, Guangdong and Shanghai and other provinces and cities is also an important toy production and export base, showing a regional industrial cluster phenomenon. In these regional industrial clusters, there are many small toy companies, mainly OEM production, relying on lower labor costs and traditional technology, foreign well-known



toy brand production and processing of toys. More than 85% of domestic toy manufacturing enterprises are export-oriented enterprises, toy exports accounted for about 50% of China's toy sales.

China is a big toy producing country with a large number of toy manufacturers and is the main center of global toy production. China is also the world's largest toy exporter. According to the statistics of the Customs, in 2015, [21]China's total exports of traditional toys totaled 30.803 billion U.S. dollars. However, although China is a toy producing country, it is not a powerful toy manufacturer. Most toys manufactured in China are mainly export-oriented, and mainly stay in the middle and low-end product standards. Compared with internationally renowned enterprises, R&D and design have a certain gap, brand awareness is not high. It is because of R & D design level, brand influence, quality level and other restrictions, the domestic is still a lack of large-scale toy manufacturers, the lack of toys with international influence brand, small-scale enterprises scattered, centralized, the degree of organization Lower, a single company's market share is low.

Although the overall profit margin of China's toy industry is relatively low, the profits of different companies show a significant difference. The competition in the industry is polarized. Most small businesses that lack the R & D, design and innovation capabilities and their own brands sell at low prices in the OEM mode. Exports Although the quantity is growing continuously, the benefits have been relatively meager. Many small enterprises have plunged into low-cost competition, with low profit margins and high market risks. However, after some years' development, some enterprises started earlier have already possessed strong R & D and innovation

capabilities and established their own brand advantages in the industry. At the same time, they are integrated with cultural industries such as animation games to give toys Product-rich cultural and creative content, its high value-added products, larger profit margins, corporate profit margins are relatively high.

Once I bought a toy rabbit for my friend ,it is a British brand ,sells in Russia ,made in China ,now the world manufacturing is closely connected ,and many toys abroad all over the world comes from China.At present, Europe, the United States, Japan toy industry with its brand and channel advantages, occupy the toy industry in the global high value-added links, with large-scale, high concentration characteristics. Most of the world's top ten toy brands from developed countries. In recent years, the global economy has shown a certain degree of recession, but the international toy market structure has not been affected by it and still maintains a good momentum of development. The international toy trade is developing well and the division of labor in the global toy market is clear. At present, the toy industry in the world presents the situation in developed countries that exploit the cheap labor force in Asia. Asian countries are responsible for product processing in the industrial chain while European countries derive high-quality, high-output and high-profit economic benefits from them.Toys can be simply classified as the following :

1)Non-powered toys:

cartoon dolls, cartoon dolls, rubber dolls and simulation software toys ( Long pile of toys as the representative )

2)Mobile Electricity toys:

electric cars, electric aircraft , Electronic games, mobile phones

3)High tech toys:

video games,Computer learning machine, intelligent robot toys

4)Adult toys.

But not only these , but also some others as “Games” refers to the general games (including video games but not including the host game or mobile games), three-dimensional puzzle, other (including toys, etc.); "High-tech smart toys" refers to man-machine dialogue toys, robots, camera computers, applications; "Boy to toy" refers to small cars, rail cars, RC toys, electric toys, other (clockwork toys, metal toys, etc.); "Girls to toys" means dolls, play house toys, girls authorized toys, other (accessories, girls cosmetics); "Puppet Toys" refers to the authorized puppet, the original puppet; "Educational toys" means jigsaw puzzles, wooden toys, preschool toys, infant toys, infant toys, other (musical instruments, telephones, picture books, etc.) except passenger vehicles such as children's vehicles, children's seats and tricycles; "Seasonal goods" means fireworks, summer toys, sporting goods, outdoor toys; "Miscellaneous goods" means gifts, stationery, Christmas items, etc." Interest category" refers to the plastic model, RC hobby model, railway model, figure model. Chinese toys, if pursued this source. Tangram and nine links can be regarded as a contribution to the world. In the 18th century, tangram spread abroad and immediately aroused tremendous interest. The nine-link has a long history. In the Warring States Period, it was recorded as "Jade Chain" and was regarded by Westerners as the most intelligent toy.

From the development experience of leading countries in the toy industry, high-tech and high-cultural connotations, segmentation of market segments covering all ages, global markets and a sound sales system have become essential elements for promoting the sustainable development of the toy industry. Although China is the largest toy-making country and exporter in the world, the majority of Chinese toy companies rely on OEM as their main business model since the export of toys. OEM reason why the toy industry in China has become the main mode of operation is because OEM orders stable, can overcome the blind production led to the backlog of inventory, the market risk is small. China has entered the era of consumer escalation, the primary factor that determines the user's purchasing decision is no longer the price, but the quality, safety and brand tone. Toy companies only take the brand marketing to enhance the value-added products can occur qualitative change and break through. In addition, the brand's community (fans) operation is the driving force behind the toy brand's activity and awareness. Toy companies need to re-positioning its own brand, the best approach is to subtract, return to the real, a wide range of toys, businesses only need to adhere to their own products to do the best to do fine. For example: If your advantage is to do building blocks, then put the product through research, and then the brand to do the top 10 categories, to some extent, will certainly be very good.

Overall, many OEM companies that lack the R&D, design and innovation capabilities and their own brands tend to have their profit levels declining due to higher labor costs, fiercer and fiercer competition, and rising costs in importing countries. For businesses that have a strong product development and design capabilities and have established their own brand strengths in the industry, they have given toy products rich

cultural and creative content and added value to their products by combining with cultural industries such as animation and online games. Product profit margins will show an upward trend.

#### 4.3 New explosive growth in toy industry

Become a new economic growth point , the whole human toys, competitive toys, leisure toys , car models, cross stitch, Interlocked, buck ball , also sex toys , which may be very popular in Japan. Toys are no longer children's patents. Europe and the United States developed adult toy sales accounted for 60% of total sales of toys. US toy companies have 40% of the product is designed for the elderly[22]. Adult toy profit is still relatively high, according to the local market survey, in the big mall adult toy counter, gross margin of about 400%. General shopping malls or the market can reach two to three times the gross margin.

Japan's population decline, a direct result of reduced sales of toys nationwide, many toy manufacturers into a predicament. Reported: "The number of children reduced, the toy market becomes smaller, the corresponding more competitive"[23]. Faced with this situation and reality, in the Japanese domestic market, we must find in addition to the children's toy market, other than the growth point and the outbreak.

China has industry giant advantage, with low labor cost, and high gross margin. . Japan has a large number of people with depression, suicide rate for the forefront of the world. Toys can cultivate sentiment, to prevent depression , so accompanied by huge market potential. Japan's domestic market Since the 2011 earthquake, parents are aware of the importance of toys, hope that after the disaster to let the children to smile, which

to some extent promoted the sale of toys. Good at manufacturing hot spots, export sales can not be separated from the support of culture, there is a period of Japanese "monster watch" series of toys popular in Japan, and even set off a wave of universal buying. As well as "ice and snow" related to the authorized goods also contributed to the high popularity. With the diversification of functions, toys have got rid of the restriction of providing entertainment for children only, and their functions gradually adapt to the needs of adults. More and more adults are willing to buy their own toys. On the other hand, the aging population in some developed countries has also led to the development of toys that meet the physiological and psychological needs of the elderly. Among them, the United States and Japan are among the leading countries in the development of global aging toys.

In this chapter , the core concept is that toys mean a new way of leisure and entertainment , not play, no party, but leisure time alone or with friends play toys. This is a fashion, a popular, but also a self-enjoyment of happiness. It will become a new trend and new concept in people's impression.

## 5. WAYS TO PROMOTE CHINESE TOYS IN JAPANESE MARKET

### 5.1 Great prospects for e-commerce sales

Japan is one of the fastest growing e-commerce markets in the world, with online transactions currently accounting for 10% of the world's total. FMCG has many features in common with those in other markets (especially in the UK). Although smaller, the pace of development is fast. Japanese consumers have relatively high average disposable income and longer working hours, and e-commerce providers can satisfy people's demand for shopping convenience. Dr Roy Larke, a senior lecturer at the Waikato University School of Management in New Zealand, said consumer electronics is Japan's "best-selling e-commerce website," while other categories, such as food and clothing, have the fastest-growing e-commerce sales. These FMCG types will rapidly develop in the coming years. According to Profitero analysis revealed that the food and beverage brands, FMCG field received the highest number of product reviews category. It is noteworthy that Amazon launched Amazon Fresh service to Prime members in 6 districts in Tokyo and provided more than 17,000 kinds of fresh food including fruits & vegetables, meat, fish and dairy products[24]. Japanese food shoppers increasingly prefer to use product reviews to share their spending experiences on food brands and to comment on new products. Food brand sellers need an overview of the number of reviews of bestsellers in that category to determine if they need to invest in Amazon to attract more reviews and improve product ratings.

We should change the old-fashioned means to sell products but to make a channel innovation. At present, the most widely used toy companies are vertical distribution

channels. Its advantage is that manufacturers, wholesalers and retailers form a vertical line which is more compact. The disadvantage is that the front line is long and the reaction speed is slow. In the future, vertical distribution will shift to a "business sharing model." "Business sharing model" refers to a large number of toy manufacturers and distributors together to build a business platform system to reduce communication costs. Toys supermarket "love to push the door" is an attempt, it draws on Alibaba's business model, all aspects of the entire toy industry chain link, so that toy owners can achieve one-stop shopping service here. Platform in accordance with the function of toys, prices, categories, materials, brands, etc. are classified on the site for each product are described in detail, to facilitate buyers quickly find the right product. At the same time, real-time client system can conduct online communication, customer service staff to help shopkeepers choose suitable products, provide reference suggestions, and deeper services also include helping customers to build stores planning and developing franchise services.

In this way, for example, "Love to Push the Door" has attracted toy stores all over the country. Through the "sourcing" of multiple shoppers, the price is lowered to purchase toys that are in line with the trend and rich in variety to reach the local. The purpose of differentiated operations, while providing in-depth and professional value-added services so that toy owners continue to purchase and wholesale platform. In the online game industry to seek a breakthrough. Haili Group's "net baby model" success lies in the online game industry and traditional manufacturing and sales terminals together[25]. Net baby doll entity toys into a virtual world ID card, successfully captured the children's consumer psychology, and the virtual world's



promotional advantages to its fullest extent. In the Internet age, this is undoubtedly a more clever business model. The marketing of toys will shift from a single offline activity promotion to a diversified interactive promotion and digital marketing on the Internet, through channels such as the online community on the Internet, social media, television media, children's variety shows, and especially social Internet media to make the traditional toy brand from the industry brand to consumer brand change. Internet and e-commerce make it all possible. The deep integration of Chinese national culture, values and popular elements should be the backbone of China's toy industry and animation industry.

In the fourth industrial revolution, with the use of the Internet of things and artificial intelligence to solve the problem and the expansion of e-commerce, the investment in Japan's purchase base has emerged. The stock of Japan's direct investment has reached the highest value of history, accounting for 5% of the GDP ratio and the highest value. At the end of 2016, the stock of Japanese direct investment is 27 megabytes and 840 billion 400 million yen. On the basis of 24 megabytes and 770 billion 200 million yen at the end of 2015, an increase of 3 megabytes and 70 billion 200 million yen has been added, and the highest value of history has been refreshed for 3 years, including things and things, people and machines, systems, people and technology, enterprises and enterprises in cross industry, beyond the standby people, manufacturers and consumers, to realize the "connected industries" interconnected industry.

## 5.2 Marketing strategy and e-commerce marketing combination

FMCG marketing has three basic characteristics, namely:

- 1 ) convenience: Consumers can habitually buy nearby;
- 2) visual products: consumers are easily affected by the store atmosphere when buying;
- 3) brand loyalty is not high: consumers can easily convert different brands in their class.

These characteristics determine the consumer buying habits of fast moving consumer goods are: simple, rapid, impulsive, sensual!

In the FMCG industry, the most important skill of a marketer is “Brand Sense”, which means you have to: Understand the basic market analysis, to develop a differentiated marketing strategy ;Understand consumer segmentation, and choose the right target customers ;Understand how to develop targeted brand positioning and develop manageable and measurable brand equity ;Understand the value of the brand to your target customers through a combination of products, prices, channels, and communications (4Ps). [26]Brand awareness is a very important factor in sales. Relative to durable consumer goods, consumers are not sensitive to the brand name of fast moving consumer goods, product replace ability, product quality can be easily felt and judged by consumers directly, but also to consumers' second purchase behavior and loyalty Have a decisive impact. As in the purchase of shampoo, consumers tend to buy and use different products and brands at the same time, becoming more and more new and old-fashioned, more and more subtle and unpredictable. FMCG products, on the

other hand, do not constantly upgrade to new technologies, add new features and provide real changes like IT or electronic products. They are often homogenized in terms of products! Therefore, the durability of a fast consumer brand is actually based on the continuous introduction of new features. Learn from a formula that fast moving consumer goods marketing = basic industry principles + more attention to detail + innovative product concept + the necessary advertising investment + long-term brand maintenance[27].

Here is a picture about the number of different country Internet users per 100 people in 2014 (Picture 5.1).



Picture5.1– Per one hundred person who have use the internet service in different countries

It shows that Japan has almost the most network usage coverage ,every one hundred person have 91 who use the internet , into the universal network era , so the selling of exported toys can be shine on the network sales. So Chinese enterprises can remember

the principles listed[28]:

1. Sales cycle: product turnover cycle is short.
2. Access features: short and wide access to the market.
3. Market vivid: vivid requirements of high traffic flow in the high-grade areas to set up outdoor billboards to do product image ads, live in the store for demonstrations, promotions, discount sales and other activities on product sales is very important.
4. Access mode: General branches or offices under the dealer system, often set up branches in the area under the jurisdiction of the branch office.
5. After-sales service: The key is mainly reflected in the rapid feedback on customer complaints and effective handling. Not timely service is likely to cause public relations crisis.

Speaking of the advantages of the Internet, I must mention the impact of online shopping sales of toys. The topic of electricity supplier on the day and night, but have to say, it is the trend of the times. Britain's online shopping rate reached 37%, while in the United States accounted for 30% in a short span of 5 years doubled[29]. Major toy retailers are beginning to improve the online platform.

To attract the attention of consumers, increase customer views, and then expand the visibility of the mall, the formation of brand effect, to create the authority of the quality of China plush toys market guide brand. In the traditional sales model[30], we have to regularly organize promotional activities: sale, consumer feedback, spike, etc., to attract consumers to many offers.

### 5.3 Innovative combination of Original Equipment Manufacturer, Original Design Manufacturer, Own Brand Manufacture

The new combination of OEM(Original Equipment Manufacturer), ODM(Original Design Manufacturer), OBM(Own Brand Manufacture) is quite a suitable mode for Chinese toy industry better “go out”. It is necessary to continue to do OEM, so that brand producers do not directly produce products, but to use their own key core technology responsible for the design and development of new products, control sales channels, the specific processing tasks ordered by the contract the way Chinese toys manufacturers to produce, you can feed some of the upgrades not timely low-end Chinese toy manufacturers. At the same time, according to market requirements and purchaser requirements, R & D and design and production of products have a certain design capability and technical level, which will allow Chinese mid-end manufacturing enterprises to accumulate good experiences and complete higher-level upgrades in practice. Vigorously develop its own brand management model, independent brands should go out actively, according to market demand for independent development of new products, the brand's economic interests can be independent control and decision-making, access to high value-added brand to obtain higher than the market profit margin .Cultivate customer loyalty to the brand and business, which is a part of China's development in the next decade.

On brand building ,cooperation with the cultural industry to expand the toy industry chain, in addition to its own continuous innovation to promote sustainable development, but also strengthen the highly relevant cultural industries and cooperation in order to expand the toy industry chain and increase profitability. Through the licensing of films,

films and animation images, the development of film, animation and derivative toys will enable toy companies to generate high profits in the sales of derivative toys because the films, TV series and animation works are welcomed by the market. Some toy companies in the United States even developed toy products based on the first, and then launched the corresponding movie or animation to support marketing. Therefore, cross-sectoral integration of resources should be a new focus of China's toy industry. Toy is a very special category, to lead the trend of a single product , product strength to speak, we often see someone looking for a product but not looking for which brand. Single product winning in 2016 will be more obvious, so need to make a fuss about product innovation. In addition to product innovation in the category, function, technology, intelligence, big data and other fields of innovation, you can also try to design, raw materials and other aspects of human innovation. Teddy Bears is one of the most successful toys in history, with a large number of people who love them, and sometimes even to the extent of the devil. In 1989 a very rare red teddy named Alfonzo was auctioned for £ 121,000 and was kept in the museum at the Teddy Bears of Witney store; the 1904 version of the cinnamon teddy bear - Thai The Teddy Girl hit a global price of £ 110,000 in 1994; a black Steiff Mourning Bear (600 after the Titanic) produced a 9.175 Million pounds price of the transaction. Why teddy bears have so much charm? The main reason is that manufacturers give it life, it is no longer an ordinary toy, it is the owner's friends and feelings. Teddy Bear's collection, is a "love" driven by the market, it evoke the collectors love and passion. Bear is but a bear for a person who does not love teddy bear, but for a teddy bear lover, each bear has a different expression (Teddy Bear is still a handmade product, so the bear's expression is

not really different The same), have their own unique personality. They called their group of bears "hug," each bear a "hugster." The last of brand competition is cultural competition and human nature competition. As the former president of Coca-Cola said, "You will not find a successful global brand that does not express or exclude a basic human emotion." Many Chinese trainees who have been studying in Japan mainly focus on the manufacturing industry in Japan, and the focus is on environmental protection, social management and medical care. "This shows that China's economy and society are changing."

In particular, China and Japan have a trade surplus with the United States in the US trade. If only from the surface data, China's trade surplus with the United States is far greater than that of Japan's trade surplus with the United States, but in fact, many products of China's exports to the United States contain a large number of Japanese high-end zero parts or Japanese technology, that is, Japan already. The huge surplus on the United States has been transferred to China. If the US impose a 46% tariff on China, it will not only cause a blow to China's exports, but also bring Japan's exports to China. Therefore, China and Japan share common interests in dealing with the issue of protectionism in the United States. Expanding trade between China and Japan will also play a role in "diluting" US protectionist risks. At the annual meeting of "towards high quality development of China economy" held in April 3rd, Zhang Gang, a member of the State Council and a member of the Strategic Advisory Committee of the national manufacturing power, said that in the history of the world economic development, the economic power must be a powerful country, the quality is not only the core

competitiveness of the industry, but also the comprehensive strength of the country. To build a modern economic system, we must be competitive in quality.

In other words, if the consumer loves it, then where the heart is, it will spend the money. The latest data show that with the release of animation IP value, animation and cultural industries have accounted for more than 20% of the toy industry output value. From the successful toy brand operation experience, toys and animation is a pair of natural twin brothers, toys and animation can well create derivative value, such as the Austrian flying animation this year in the field of IP multiple mergers and acquisitions investment, the purpose is create an animation kingdom. Of course, not all toys can only be combined with animation, but also with the games, sports, entertainment, education and even the elderly and other cross-border cooperation and integration, to create a pan-entertainment industry chain. Today, Star Interactive Entertainment on the acquisition of 14 million euros football club, the purpose is to create apan-entertainment industry chain.

In the retail fields, to create a convenient and comfortable shopping environment. The space can be transformed into a children's amusement park, you can also open up an adult experience space, the playground has a central sofa, convenient for parents to look aside. [31]On the same floor, there is also a nursing room, replacement diapers, hot water for parents' milk powder, and even a childcare counseling room, as well as facilities for the dads to create a home with babies Relief environment of the problem. Children can hold the store's products, activities in the audience experience, adequate space for activities, convenient child care facilities, parents and other leisure facilities to extend the shelf life of consumers stranded in the mall over the weekend with three



generations of families come together the number of active consumers will also increase, the possibility of consumption will also increase. which is very effective in expanding the consumer base and attracting popularity. Channel flattening trend has become increasingly evident, if the new toy brand also take the traditional generation - the provincial agency - the city of regional agency mode, will limit the long-term development of the brand. This involves the design of the business model. The development of the e-commerce to the final ultimate format is not to subvert the entity but to merge with the physical store to form the O2O mode that is promoted both online and offline. The model does not allow online and offline fights and creates malicious competition such as price wars that kill you and survive. If such a problem occurs, you need to re-optimize the pattern and benefit allocation mechanism. In 2016, the sales channels of toys still accounted for more than the offline sales, but from the growth rate, the growth rate of online retail businesses would far exceed the sales channels of the real entities [32]. Traditional toys sales channels are: shopping malls, supermarkets, shopping malls, maternal and child stores, small retail stores, specialty stores, professional markets, direct sales, TV shopping, call centers, DM, etc. PC e-commerce top ten channels are divided into: Taobao Lynx, B2C, online banking, points, navigation, parity, etc.; micro-commerce and mobile social e-commerce channels are: WeChat, O2O, mobileTaobao, mobile B2C, etc.

The powerful influence of the Internet has infiltrated all aspects of the toy industry, from product innovation, research and development manufacturing, promotion, sales are all involved. In product innovation and R & D and manufacturing links, we have to mention crowdfunding. The concept of crowdfunding translated from the English word

"crowdfunding" is taken from the crowd (mass) financing meaning, the largest and most well-known crowdfunding platform abroad Kickstarter, founded in 2009 in New York, United States[33]. The crowdfunding in the toy industry has also risen nearly a year of things, the focus has been from the very beginning to raise funds, fueled by the major toy manufacturers, to raise ideas. For example, Legoideas, a platform owned by Lego independently, publishes product ideas on the platform, selects the best ideas by voting, and produces and puts on the market by Lego. For another example, Mattel and crowdfunding sites Quirky, Hasbro and IndieGoGo cooperation to tap the fresh blood. So we can learn from this ,through the crowdfunding way, to do promotion, held on the site competitions or crowdfunding way to expand their visibility, a detailed description of their products, potential customers invited to come to experience.

On the other hand, after the establishment of a stable sales channel, the post-maintenance cost of the enterprise is relatively low , enter the enterprise has obvious first mover advantage. At present, the toy market is a fully competitive market. For consumers, high-profile brand enterprises, the general large-scale, good quality, safe and secure. When choosing toy products, brand reputation is one of the key factors in their decision-making. Therefore, the formation of well-known toy brand requires long-term, substantial investment, which is insurmountable obstacles for new entrants in the short term.

In this chapter , shows the main idea that a good brand image will be an important guarantee for obtaining a stable sales channel and an important factor for gaining market share. Enterprise shaping and maintaining the brand image require enterprises to gradually accumulate various factors including product quality, corporate culture,

technology research and development, management services and marketing channels during their development.

## CONCLUSION

In general, the analysis of Chinese foreign trade has been continuously strengthened and the scale of its exports has been expanded even more. Therefore, it is necessary to fully understand the foreign trade situation in section 1 as a theoretical part, study the international trade realistic background. Seize the opportunities for development, and vigorously develop export products with advantages, and actively broaden the status of the development of space-stable trade powers. It is also necessary to fully estimate the seriousness and complexity of the situation, correctly handle the deficiencies in the development of foreign trade.

In section 2 is the theoretic part which the general assessment of the world manufacturing has been quoted to find out the winning factors from the historical process of development and constantly improve the implementation of relevant policies and measures so as to increase the effectiveness and pertinence of the policy so as to promote the sustainable development of international trade.

Section 3 is the analysis of the main characteristics of the FMCG market in Japan. In section 3.1 , the necessity of Sino-Japanese trade is proved and the basic elements of its structural strategy are revealed. In the new era, the economic and trade cooperation between China and Japan needs to be stable and far-reaching, and the government must also innovate. The first is to strengthen industrial cooperation. Sino-Japanese companies should strengthen industrial cooperation on the basis of simple import and export trade cooperation in the past, build a platform for advantageous industries, and organically combine resources, capital, technology, and

market to realize win-win development. The structure strategy of Sino-Japanese is to strengthen cooperation along the "One Belt and One Road". The “One Belt and One Road” initiative proposed by Chairman of China has been widely recognized around the world. Infrastructure construction along the “Belt and Road” initiative has brought great opportunities for the development of the iron and steel and non-ferrous metal industries. Sino-Japanese companies can jointly carry out related capacity cooperation. Sino-Japanese trading has strength management of exchanges and cooperation. Japan is a developed country in management science. Many of the world’s advanced management concepts originate in Japan. Sino-Japanese companies must not only strengthen economic cooperation, but also strengthen knowledge exchange, especially the exchange of knowledge in management and other soft sciences.

In section 3.2 , the main characteristics of the Japanese market and Japanese have been determined. To them it is not necessary to carry low-quality and low-cost commodities. Japanese love exquisite items ,have a spirit of craftsmen ,pay attention to private space ,and have a wide variety of goods ,have good service management. There are also many problems in the inheritance of Japanese craftsmanship, as the change of social environment, the age of children, and the decline of craftsmen, the modern young people are less willing to work in manufacturing enterprises. Because of the evolution of technology. Many technologies do not need to be handed down by hand, and can be done better by means of industrialization. Japan is a high-end market. The manufacturing in Japan the human cost is too high , land prices are too high because of land area is limited , so production costs account for disadvantages. The production

speed is not fast as Chinese pipeline operations. In summary , Chinese toys have a chance to enter into FMCG(fast moving consumer goods) industry.

In section 3.3 , the FMCG industry in Japan is evaluated. FMCG is a unique, relatively complete and feature-rich domain for its products in areas such as consumer durables, real estate and healthcare, with distinctive marketing, routing, advertising and public relations. It can be said that FMCG is not only the sum of a category of products, but it is also a sum of marketing and communication methods , set several examples of Japanese famous FMCG enterprises to analyze the popularity of this field and the modes.

In section 4, the analysis of Japanese and Chinese toy industry shows that toys cannot only affect children's growth, but also the children's safety and health. Find the difference between Chinese toys to Japanese toys to make the decision taking toys as an key commodity to enter into Japanese FMCG field. Extra-outstanding brands should give the toy life. In the existing society, enterprise should analyze the plush toy market, analyze the target consumer demand, analyze the competitor market, analyze the enterprise market, summarize the shortcomings and advantages of their own mall.

In section 4.1 , focused on the research of Japanese cartoon animations innovation and aging limitations. Japanese toy makers have drawn inspiration from film and television and other media to produce cleverly integrated high-tech products. As a result, adult consumers are prudent in their choice of products and tend to choose well-known brands that have evolved through user acceptance and market competition. Compare the different business models of cartoon animations innovation in US,UN and

Japan , as most Japanese families live in small apartments with limited space for activities, there is very little sales of large toys in the Japanese toy market. Some large-scale toys on the market are mostly used for rental or store use, which is different from that in Europe and the United States.

In section 4.2, according to the data and the status quo revealed china has a leading position in the world toy industry and how to cause this phenomenon. China is an important toy production and export base, showing a regional industrial cluster phenomenon. In these regional industrial clusters, there are many small toy companies, mainly OEM production, relying on lower labor costs and traditional technology. More than 85% of domestic toy manufacturing enterprises are export-oriented enterprises, toy exports accounted for about 50% of China's toy sales. Most toys manufactured in China are mainly export-oriented, and mainly stay in the middle and low-end product standards. Compared with internationally renowned enterprises, R & D and design have a certain gap, brand awareness is not high.

In section 4.3, focused on the new explosive growth in toy industry, the analysis find out the development of the toy industry is not only a matter of the industry itself, but also inseparable from the in-depth exploration of the national culture, toys and culture, manufacturing and other fields. The animation industry has the greatest impact on the development of toys. Toy industry and animation, creative industries, not only to help the current domestic toy companies out of the woods, but also should be the direction of future development. What is hoped to see later is not the American version of sweeping thousands of troops at the box office in China , to improve the sales network and high-quality customer resources, are difficult to form in a short time. After

a long period of training, the company can form a stable and high-quality customer group both at home and in the world. This is a long process for new entrants and the main consumer groups for toys are children.

According to Section 5 ,the ways of promoting Chinese toys on the Japanese market are suggested. It is established that the greatest prospects are the use of e-commerce, its application will allow.

In section 5.1, find out the great prospects for e-commerce sales, from the facts in the thesis it can be seen that “knowledge is power”. The exchange of knowledge between China and Japan will surely bring new impetus to China-Japan economic and trade cooperation. Internet technology has been widely used in different fields and industries, which has brought great promotion to enterprises and allowed enterprises to develop effectively. The use of online payment will enable the purchase of products. The emergence of "Internet Plus" has enabled China's international trade to develop rapidly. This requires that international trade talents have a certain ability to work. In order to enable international trade to develop better, it is necessary to carry out continuous reforms and innovations so as to adapt to the development needs of contemporary society. The effective use of Internet technologies is of great significance to the innovation of China's international trade, and it is also an effective measure for the path of international trade innovation.

In section 5.2, mainly explained the combination of marketing strategy and e-commerce marketing. Under the guise of Internet, the development of the corresponding network, combined with network interactive features and multimedia



technology to dazzling web content to seize the attention of consumers , it can be said that the "Internet +" international trade innovation has a very important significance. With the advent of the "Internet Plus" , international trade has undergone changes the application of Internet technology has improved the influence of domestic industries. The most important issue for the purchase of goods by different countries is the transportation problem. The continuous improvement of the transport network for transportation will be more conducive to the healthy development of international trade. This is also a new business model born in the context of “Internet+”, which provides a new direction for the development of international trade. The cultivation of innovative talents can adapt to the development needs of the contemporary society. In addition, the innovation of marketing methods and the vision of global trade can also be expanded. As a company, it is necessary to formulate marketing strategies based on its own situation and the form of international trade, so as to adapt to the contemporary international market.

In section 5.3, it is established that the combination of OEM, ODM and OBM has an innovative potential. The new combination of OEM(Original Equipment Manufacturer) ,ODM(Original Design Manufacturer) ,OBM(Own Brand Manufacture) is quite a suitable mode for Chinese toy industry better “go out”. In this section , shows the main idea that a good brand image will be an important guarantee for obtaining a stable sales channel and an important factor for gaining market share.

The era of “Internet Plus” has greatly changed people’s lives, especially in terms of international trade. It has brought a tremendous boost to its development, and it has also provided a new business model for the sake of business. It should make full use of

internet technology to allow enterprises to develop business and productivity effectively in the new international trading tide. On brand building, cooperation with the cultural industry to expand the toy industry chain, in addition to its own continuous innovation to promote sustainable development, but also strengthen the highly relevant cultural industries and cooperation in order to expand the toy industry chain and increase profitability. In the retail fields, to create a convenient and comfortable shopping environment. The establishment of a stable sales channel is essential, the post-maintenance cost of the enterprise is relatively low, enter the enterprise has obvious first mover advantage.

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