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慶應義塾大学大学院経営管理研究科修士課程

学位論文（ 2017 年度）

論文題名

Business Plan to Create Happiness and Comfort for the Muslims in Japan

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論 文 要 旨

所属ゼミ	浅川和宏研究会	氏名	田崎 鉄也
(論文題名) Business Plan to Create Happiness and Comfort for the Muslims in Japan			
<p>(内容の要旨)</p> <p>In my thesis, I am going to write down my own business plan. In terms of the structure of my thesis, in the early chapters. I am going to mention what I would like the readers to understand to read the latter chapter. So, I will begin with the background reason why I came up with this business and I will also mention several terms to understand. In the latter chapter, I will go on to my own business model and also some action plans I am having at this moment.</p> <p>My business is Halal Consulting service. Through this business, I will become the bridge between Muslims in Japan and companies who would like to have more revenues by having more customers. In here, Muslims in Japan means both Muslim residents and tourists who stay in Japan.</p> <p>The background of my business is from the fact that I have plenty of Muslim friends and I saw them having problems because of their religious practice, food regulation and prayer, when they are staying in Japan and so I wanted to change this situation better for them to enjoy Japan more. At the same time, there are the following several promising factors which will increase the Muslim visitors to Japan more in the future.</p> <p>(1) VISA was abandoned for Malaysian since 2013 (up to 90-day stay possible)</p> <p>(2) VISA was abandoned for Indonesian who has special (electric) passport since 2014 (up to 15-day stay possible)</p> <p>(3) Low Cost Carrier, AirAsia, connects Malaysian and Indonesian to Japan at lower cost than ever</p> <p>(4) Tokyo Olympic 2020 is a promising factor to bring more Muslims to Japan</p> <p>As a matter of fact, even if the number of Muslim residents and Muslim tourists are combined, it is less than one million, but this business is targeting niche market and even if the actual number of potential customers is not big, because of limited options of such as food, restaurants in Japan, Muslim people tend to come to and become repeaters to specific products, restaurants.</p> <p>My consulting business is targeting food industry and tourism industry. For the companies who belong to those industry, I am providing the service to let them have basic understanding about Islam and Muslim, have opportunity to meet and speak with Muslims, support to modify their business to be ready to invite Muslims customers etc.</p>			