

香港杯

Hong Kong Cup All Japan University
Student Ambassadors English Programme 2015-2016



Hair Salon Business in Hong Kong

Rikkyo University

Koki Matsumura

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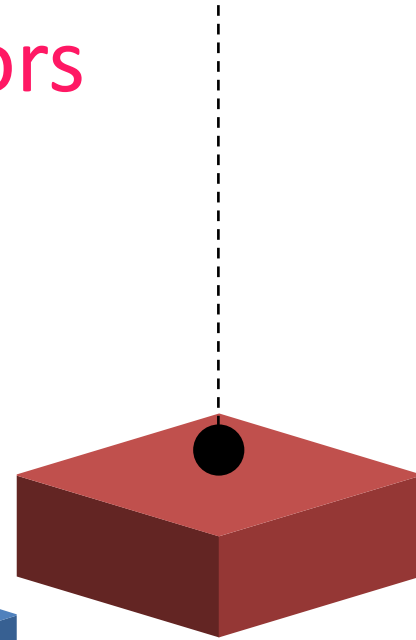
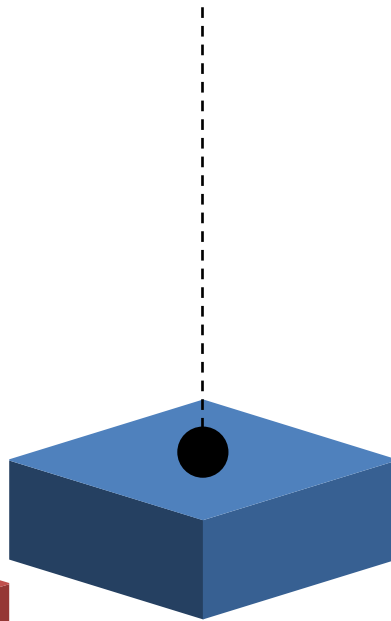
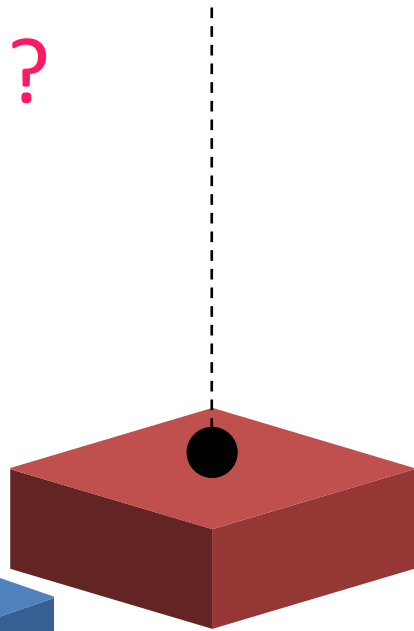
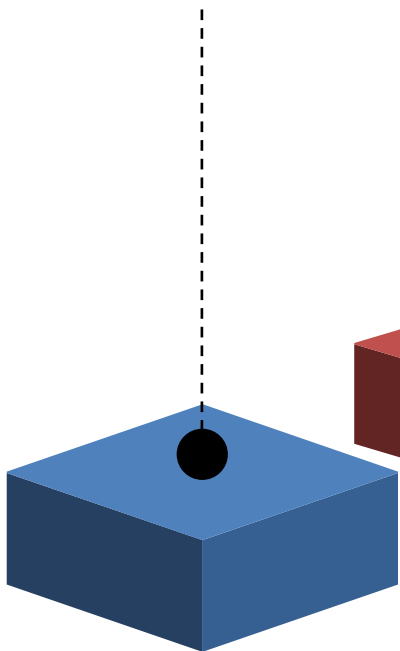
Agenda

How?

Why
Hair Salon?

Why HK?

Competitors

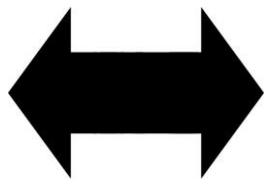


**Why
Hair Salon?**

1. **Japanese service industry itself** is the highest quality all over the world.



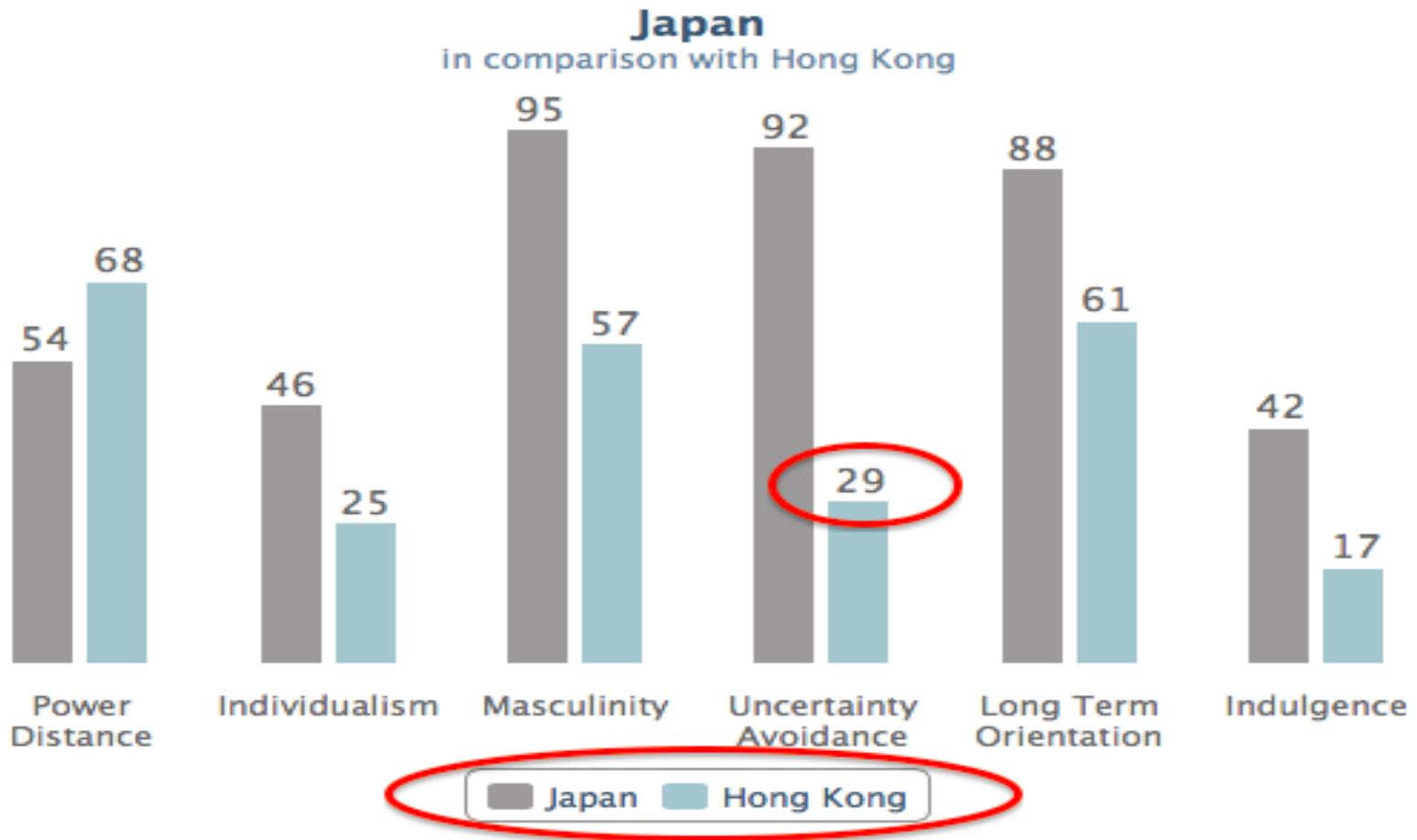
2. **Hair cut** is **one of the most common problems** that Japanese people are facing abroad.



**Why
HK?**

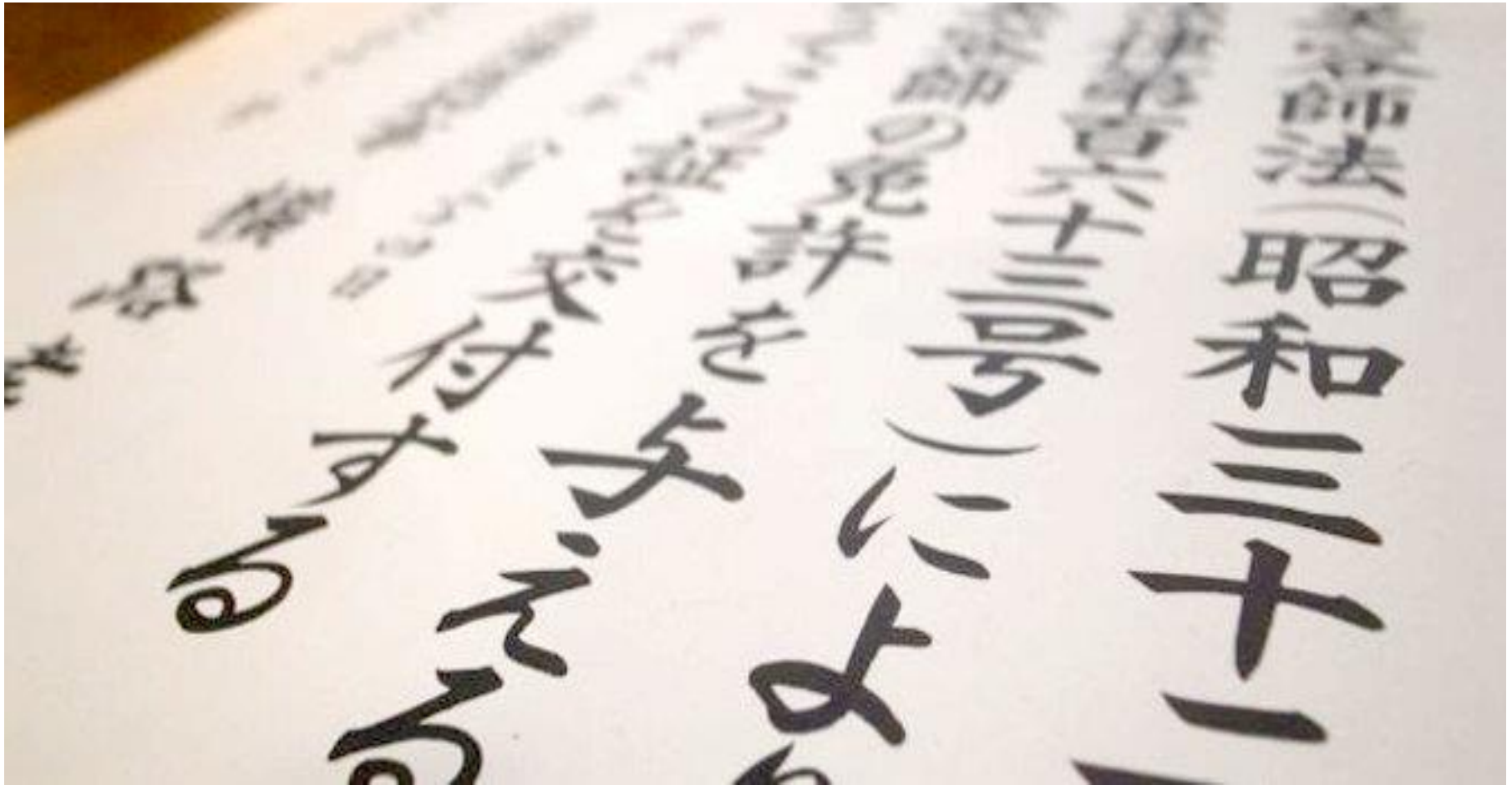
1. **HK** is open to Japanese culture.

Also, HK has less uncertainty avoidance. It means they are willing to try new things.



Reference: "Hofstede's cultural dimension theory"

2. Surprisingly, NO NEED to have an official hair cut certification to open a hair salon in HK!!!



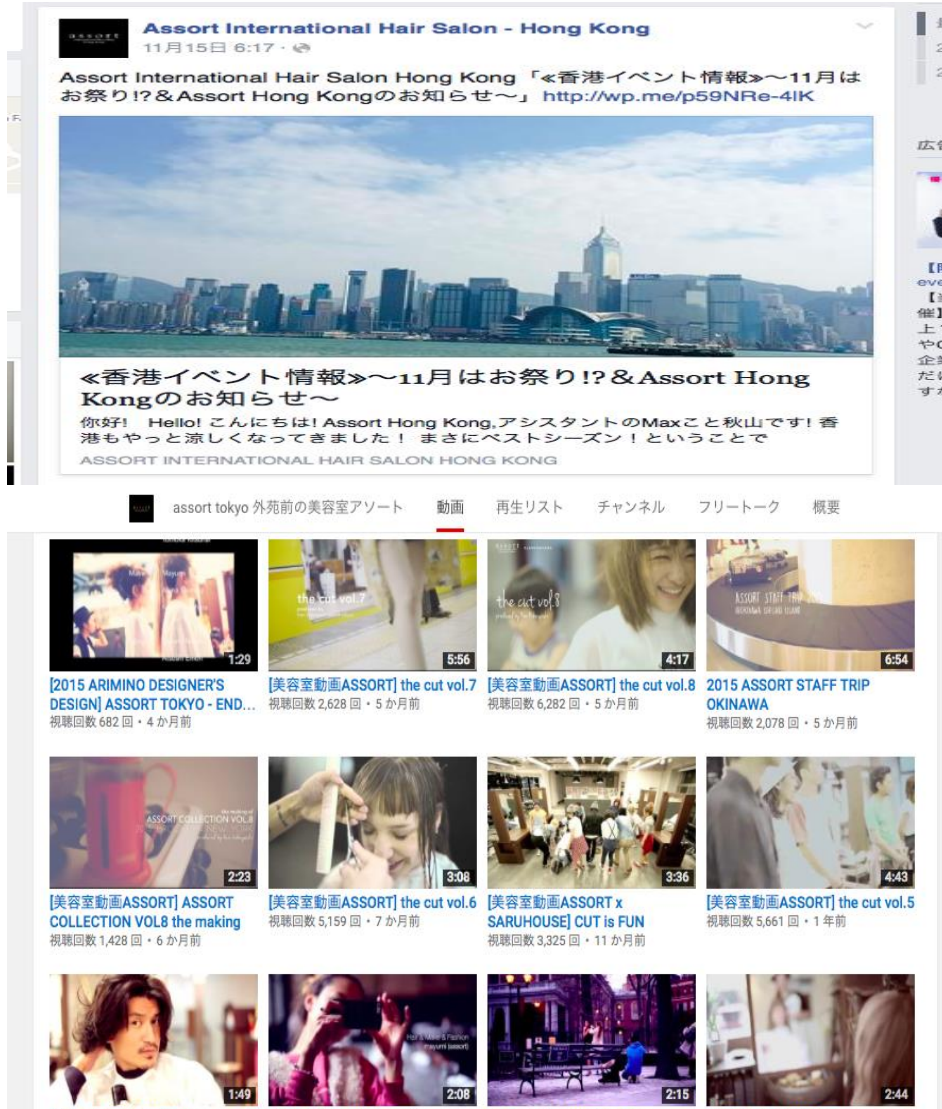
Competitors

e.g.) Assort International Hair Salon (Links:    )

They have advanced skills. They know how to promote their business abroad.



Facebook profile page for Assort International Hair Salon - Hong Kong. The cover photo shows a busy street scene in Hong Kong with a person in the foreground. The profile picture is a black square with the 'assort hong kong' logo. The page includes navigation tabs for 'タイムライン', '基本データ', '写真', 'レビュー', and 'もっと見る'. A status update is visible with the text 'このページについて何か書く...'. The page also shows the number of likes (598) and check-ins (137).



YouTube channel page for Assort International Hair Salon - Hong Kong. The channel banner features a view of the Hong Kong skyline. The main video is titled 'Assort International Hair Salon Hong Kong 「香港イベント情報」～11月はお祭り!? & Assort Hong Kongのお知らせ～」 with a link to a website. Below the banner are several video thumbnails with titles and view counts. The videos include '2015 ARIMINO DESIGNER'S DESIGN! ASSORT TOKYO - END...', '2015 ASSORT STAFF TRIP OKINAWA', and various 'the cut vol.' series videos.

However...

Not only this store, but almost all Japanese stores abroad have **the same 2 problems** definitely!!!

Expensive & Out-of-Date



How?

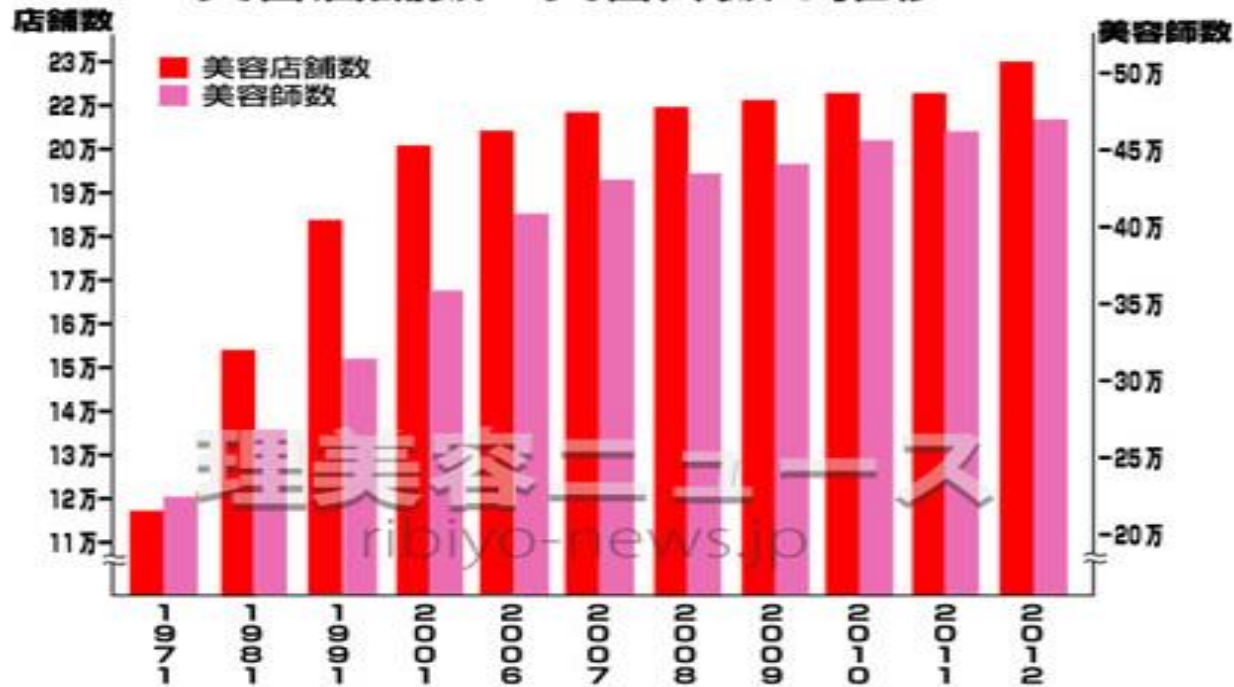
To solve those problems, not only 2 or 3 long experienced stylists, we will also invite...

1. Young hair stylist candidates in Japan

2. Internship students from beauty schools or agents in Japan



美容店舗数 美容師数の推移



Reference:

• 2012 economic census
(総務省)

(総務省)

• 2013 research on technical schools
(文部科学省)

(文部科学省)

- There are over **230,000 hair salons** and **500,000 hair stylists** in Japan.

✂ There are 46,000 convenience stores in Japan.

- However, only **1/34 hair salon store hires new stylists** on average in Japan every year!

海外で働く、学ぶ | 美容師の海外移住・留学・研修サポート

SEYFERT

0120-975-832

0 就職サポート 0 派遣・バイト 0 ヘアメイク 0 スクール情報

Enjoy the beauty in the world

海外で、美容師に。

今、日本人美容師は、海外で高く評価される必要とされています。今まで増ったテクニックは世界のフィールドでも通用します。シガー一本で世界を舞台に活躍しませんか。さあ、ステージを世界へ。

Tu es adorable!

Je me réjouis.

HOLLYWOOD WORLD BEAUTY COLLEGE
ハリウッドワールド美容専門学校

高校1・2年生の方へ | 高校3年生の方へ | 大学生・社会人の方へ | 保護者の方へ

アクセス よくある質問 最新情報 お問い合わせ 0120-722-707

ハリビについて ABOUT | 学科・コース紹介 ACADEMICS | 入試情報 ADMISSIONS | 資格・就職 CAREER | キャンパスライフ CAMPUS LIFE | イベント EVENT

資料請求 > | 体験入学予約 >

ABOUT
ハリビについて

参加する?

今年のハリビも イベント盛りだくさん!!

体験室オープンキャンパス開催中! ▶

留学・海外研修 / ハリビについて / ハリビHOME

STUDY ABROAD Hollywood World Beauty College 留学・海外研修

MENU

▶ ハリビの特徴

- There are **18,783 beauty school students** and over **270 beauty schools** in Japan.
- Most of them are promoting their **international programs**.

Reference: <http://www.seyfert-cd.jp/abroad/> <http://www.hbc.ac.jp/academics/>

By using “Young hair stylist candidates” & “Internship students”, we can offer...

- 1. Best Price**
- 2. Up-to-Date**
- 3. Japanese Contents**



1. Best Price

Mostly, young stylists and interns help our hair salon. This helps us offer high quality Japanese services **with inexpensive fee.**





2. Reliable & Up-to-date hair cut skills

Every quarter or school year, our interns who are studying at beauty schools bring us the latest skills & the current hair trends.

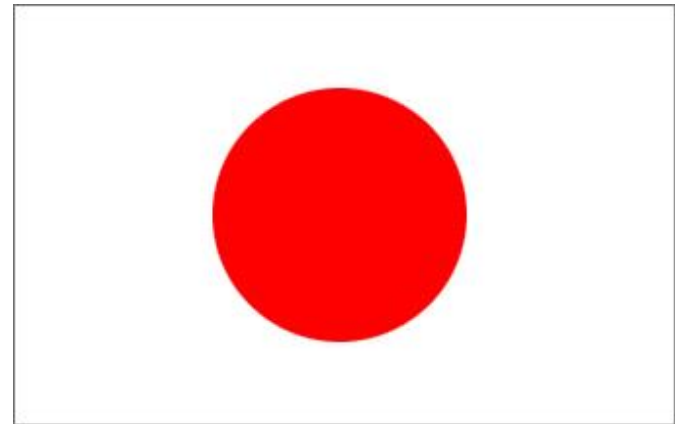
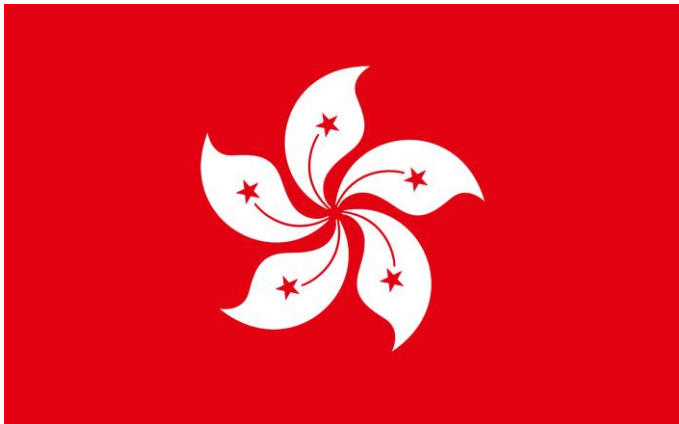
3. Collaborate with Japanese contents

We will broadcast **animations, dramas & music** in our store and on outside screens.

*4. Translation services

We will accept local **Japanese volunteers** & local **Chinese volunteers** in HK. **12,580** Japanese live in HK. On average, **6,000** people in HK take the Japanese language test every half year.

(According to "Society of Japanese language Education HK")



Q & A

“Hair Salon Business in HK”

Rikkyo University

Koki Matsumura

