

# **INTERNSHIP REPORT**

**BY**

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# CHAPTER ONE

## INTRODUCTION

### 1.0 Asahi Kasei Corporation

Asahi Kasei Corporation, which is made up of a holding company and nine core operating companies, takes the lead in various industries. With an impressive achievement of the occupation of the largest global share in diverse products, such as Ion-exchange membranes and systems, cupro cellulosic fiber, magnetic sensors, clean materials, photosensitive and thermosetting materials, therapeutic aphaeresis, Bioprocess products, and Leukocyte reduction, the corporation earns a considerably high reputation in the manufacturing industry.

### 1.1 The Content of Internship

- *Introduction of the major activities of Asahi Research Centre*

Place: Asahi Research Centre

Time: 30/08/2010

Receptionist: DR. Yoshihiko Nagasato, Yoshimi Arai, Masafumi Hasegawa, Hirofumi Imamura, Haruo Matsumura

Content: a presentation of the major activities of Asahi Research Centre

1. Lifestyle/Marketing Sector—by Researcher Yoshimi Arai
2. The branch in Liaoning, China –by Senior Research Analyst Masafumi Hasegawa
3. Economy/Environment/Energy Sector—by Research Analyst Hirofumi Imamura

4. Science and Technology Sector—by Managing Director and Chief Research Analyst Haruo Matsumura

Comment: The separation of each sub-company makes Asahi Kasei more competitive and profitable, especially for the raw material corporate.

• *Tokyo Foreign Language University*

Place: Tokyo Foreign Language University

Time: 30/08/2010

Receptionist: ZHOU Yujia, Ph.D, Masafumi Hasegawa

Content: a visit to the campus

a talk about Assistant Professor's Life in Japan

Comment: The acceptance of foreigners in high position is still not popular in Japanese organization.

• *Asahi Kasei Corporate Communications Department*

Place: Asahi Kasei Corp.

Time: 31/08/2010

Receptionist: Makoto Yamazaki, Charles A. Marken, Sayuri Nishiwaki, Sun Di

Content: a presentation of the major documents of Corporate Communications Department

1. An introduction of the inner journal to staff in Chinese corporation—by Charles A. Marken
2. An introduction to its financial reports—by Charles A. Marken
3. An introduction to its corporate profile and annual report—by Sun Di

Comment: The emotional connection with employees can be enhanced by inner journals, which results in stronger motivation and happiness among employees.

- *Asahi Kasei Corporate*

Place: Asahi Kasei Corporate

Time: 31/08/2010

Receptionist: Charles A. Marken, Sayuri Nishiwaki, Sun Di

Content:

1. Condition of relaxation areas for employees
2. The functions and marketing share of Asahi various products

Comment: The pursuit of high quality and special function successfully avoid the price competition which makes corporate profitless due to the economic phenomenon of "economy of scale".

- *Asahi Kasei Housing Gallery*

Place: Asahi Kasei Housing Gallery

Time: 31/08/2010

Receptionist: Charles A. Marken, Sayuri Nishiwaki, Sun Di

Content:

1. An introduction to its main products

Comment: The diversity in products and customized service guarantee its competitiveness as well as its revenue.

- *Akihabara Electric Town*

Place: Akihabara

Time: 01/09/2010

Receptionist: Junko Yamashita

Content:

1. A visit to one of the largest Duty Free Shops in Japan—LAOX

Comment: The link between travel agency and shop is an important factor in its revenue. However, the first-class services, such as the

master of various languages, and the products of high technology and careful design have a deeper influence on its customers.

- *Asahi Brewery Factory*

Place: Asahi Brewery Factory

Time: 01/09/2010

Receptionist: Junko Yamashita

Content:

A visit to Beer workshops

A presentation of Asahi Basic Credo and its achievements of CSR

A Trial of Asahi Beer

Comment: It is impressive of its effort to guarantee the quality of beer, such as human sense test, and to improve the environmental quality, such its various recycling from bottles to batteries. The Asahi Brewery Factory is an excellent model of CSR for other corporate to follow.

- *Tokyo Stock Exchange Group*

Place: Tokyo Stock Exchange Group

Time: 02/09/2010

Receptionist: Kyoji Kimura

Content:

An overview of Japanese Capital Markets and Tokyo Stock Exchange

An introduction to the fact book

Comment: The Stock Market are monitored with mature criteria which guarantee the safety of investors.

- *Mitsubishi Estate*

Place: Mitsubishi Estate in Marunouchi Building

Time: 02/09/2010

Receptionist: Yutaro Yotsuzuka, Naoki Arai

Content:

A presentation of real estate pricing, Japanese regulations and its CSR

A visit to the museum in Marunouchi Building

Comment:

The concept of win-win is well applied in the Mitsubishi Estate which is a good example of how corporate benefit the society while at the same time makes larger profit.

• *Tokyo Electric Power Company*

Place: Tokyo Electric Power Company and TEPCO Electric Energy Museum

Time: 03/09/2010

Receptionist: Yasutaka Nakai, Masahide Inoue, Yukari Katano

Content:

A brief overview of the generation of electricity by Thermal Power, Nuclear Power and Hydroelectric Power

An explanation of how Hydroelectric Power Generation meets the changes in electricity

Comment: The safety and sustainability in energy supply needs the spirit of innovation.

• *Japan Institute for Social and Economic Affairs*

Place: Japan Institute for Social and Economic Affairs

Time: 06/09/2010

Receptionist: Hiroshi Nakayama, Hiroya Kato, Keiko Nakano

Content:

An overview of the main activities of Japan Institute for Social and Economic Affairs including inviting teachers visiting factory, giving lectures at university, editing teaching material about the protection of environment, collecting data from all industries etc.

Comment:

An awareness of corporate' achievement in CSR among consumers could encourage the corporate to put more effort on it, which as a result could bring in a better way of publicity of corporate' s images.

## **CHAPTER TWO**

### **INTERNSHIP AS A LEARNING PROCESS**

#### **2.0 The Concept of Marketing 3.0**

According to Kotler, consumers are to take the initiative in the new age of marketing. The improvement in communication technology and the easy availability of information make it possible for consumers to express and transmit their values and make reasonable decisions. Thus, the marketing is sensitive to the changing of consumers' spiritual pursuit. For instance; the concept of LOHAS (Lifestyles of health and sustainability) is made popular in a short time. Goods, such as environmentally friendly refrigerator that meet this concept take up a considerable share of consumption rapidly. The CSR is also concerned by the consumers. The corporate which takes effective efforts to improve the environment is favored.

#### **2.1 The Research of Lifestyle—"Habituéés"**

Purpose:

1. To monitor the change in lifestyle.
2. To seek opportunities to create new products.

Methodology:

1. Monitoring a small sample
2. An analysis of the cause of the changes
3. Conduct a test in a big and various samples.

## **2.2 Economic Monitor Methodology**

Monitor main national economic index, such as inventory rate, production index, consumption rate, inflation rate, housing vacancy rate, unemployment rate, import/export rate and manufacture profit rate.

## **2.3 The pricing of Real Estate and Capitalization Rate**

The value of real estate can be measured by the cash flow it brings, transaction or the cost of replacement. However, the option of cash flow method is widely preferred because the stable income is important for the running of corporate. The capitalization rate equals net operating income divided by the sale price. A higher rate may means more profitable to the real estate corp. with an assumption of complete occupation. However, in practice, too high rate make it impossible to expect the occupation rate. Thus, the capitalization rate has to adjust to the market.

## **CHAPTER THREE**

### **CONCLUSION**

#### **3.0 The cultural influence on Japanese economic development**

##### **• *The respect for regulations***

The respect for regulation helps “made in Japan” earn a high reputation all around the world. This respect can be easily found in every link of production chain. As a result, the produces rarely fail to meet the expectations from consumers. The pursuit of high quality is a positive factor in its economic sustainability.

##### **• *The new generation***

The new generation is famous for herbivore men. This phenomenon partly results from improved living condition and easier access to Internet, which reduce the ambitions and curiosity among young people. No wonder that it is worried that the economic growth during this generation will not be as rapid as that during their elder generation.

##### **• *The concept of win-win***

The concept of win-win is well applied between sellers and buyers, human beings and environment and corporate and government, which contributes to a better distribution of resources and a harmonious and sustainable development.

#### **3.1 Points worth paying attention in China**

Food Safety in China

The abuse of chemical additives in food industry is worrying, such as estrogen in ricefield eel.

Relative Events:

08/2008 San Lu poisonous milk powder

18/09/2008 Bright Dairy poisonous milk

03/2009 Changsha abnormal eggs

20/07/2010 Nanjing shrimps poisoning events

Food of quality safety is highly required in China, particularly in dairy industry.

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