

# **Project title: Some cultural business's characterization of Japanese and suggestions for Vietnamese business**

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## **Summary:**

### ***Objectives:***

The paper is mainly to describe and discover by detail some cultural business's characterization of Japanese to see the potential wealthy country land's success. Be on that basic objective, our task is generalizing some cultural characterization of Japanese and learning a lot of useful lessons for Vietnamese companies from some big successful companies in Japan.

### ***Main contents:***

The paper is embodied as follows:

The procedure introduces generally about the topic and some existing issues

The paper consists of 3 chapters:

- Chapter 1: Some cultural business's characterization of Japanese
- Chapter 2: Some big successful companies' model of Japanese
- Chapter 3: Conclusion and Recommendation

### ***Results obtained:***

After a period carrying out our research, we show some characterization which topic invented, some Japanese successful companies' model, too, and learn a lot of useful lessons including (1) the lessons for Vietnam's enterprises (2) lessons for entrepreneurs in the process of developing business culture, and (3) lessons to develop the cultural marketplace of the Vietnam - Japan.