

Export process of Japanese used cars in different Countries



This report is submitted to the School of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

Export process of Japanese used cars in different Countries

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Letter of transmittal

June 20, 2023

Dr. Sarker Rafij Ahmed Ratan
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Subject: Submission of Internship on “The export process of Japanese used cars in different countries by RIMI International BD”

Dear sir,

I hope you're doing well. It is an honor to be able to propose my internship report for your approval. My internship report is on RIMI International BD, and the topic that you've assigned is “The export process of Japanese used cars in different countries”. Through this report I was able to go to the depth of the company and learned different and new activities which I'm grateful for. It has helped me to analyze the overall situation of the company. In this 3 months Internship, I've achieved great opportunities to enhance my learning and be able to apply those in my training.

I've tried to give my best effort and time in this report and hoping you'd be kind enough to monitor my report from your valuable time. I'll be always available if you have any questions or inquiries about this report.

As I'm a student under your supervision, I request you to ignore some of my mistakes that might be in the report.

Thankyou

Sincerely



Nritattika Sarker

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BBA, Major: Marketing

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Declaration of the Student

I, Nritattika Sarker, hereby declare that the whole report is prepared solely by myself using knowledge of my own. No party has any kind of involvement with this report.

The information that are provided in the report are based on my own knowledge and beliefs. No parties will take advantage of this internship report.

I also solely confirming that the internship report has been made only for academic purpose, hence no one including the corporation, might not use the report for their own benefits.



Acknowledgement

First of all, I'd like to thank almighty Allah for keeping me healthy and providing me the patience that I needed to complete this Internship report.

I would like to show my gratitude and respect towards my teacher, supervisor and advisor, Dr. Sarker Rafij Ahmed Ratan, who have guided me through every step that I had to acquire to complete this whole report. I would like to thank him for providing me an opportunity to do internship under his guidance.

Next, I would like to express my deepest respect to Mr. Abduszar Chowdhury sir, Head of HR & Admin, at RIMI International. Without him I wouldn't have gotten the chance to work in this company. He has provided me guidance and knowledge about the whole company and also has taught me the basic things that I need to know before working for a company. I sincerely thank him for keeping his patience with me and for HIS guidance through every steps.

I would also like to show my deepest gratitude to Mr. Hasan Jamal Chowdhury sir- (Managing Director) and the owner of JT cars, my Head, who have also helped me with detailed information about the company and how their website work.

Last but not least, I would also like to thank my supervisors Said Ahmed Khan, & Ahmed Faisal and my other colleagues, who were kind and kept a friendly but professional environment which made it easier to focus on work. Due to their friendly nature, I was able to ask them about the problems that I was shy enough to ask my Boss and Head.

Finally, I would like to thank my family members, who have constantly supported me through this amazing journey and made it easier carrying out this work successfully.

Executive Summary

This report is prepared for the purpose of BBA program of United International University.

This report is prepared to gather all the information during my internship period. In this report I've tried to put the 3 months experience with the company RIMI International Co, Ltd.

To prepare this report I have collected some information with the help of the company's website and assistance of google.

This report is based on 3 months working experience with RIMI International. Here you can get a clear view of what the company is what are their purpose and what their marketing structure looks like.

I've started with overviewing the company's history and tried to fill out every aspect of the sample that I was assigned with.

As the company exports car, I've tried to put my main focus on the exporting process of the company, as asked by my supervisor. The process is elaborated in Marketing Mix where you can get a clear idea of their exporting process.

In the last part of the report, I've tried to discuss about the experience of working with the company their environment, the new skills that I learned, the skills I've used, and the contribution that I've made in this entire period of time.

Lastly, I've tried to recommend how they may improve their departments and ended with a conclusion where I've tried to put my thoughts about the overall journey.

KEY TERMS:

Export Process of RIMI International, Used Car, Japan, Bangladesh

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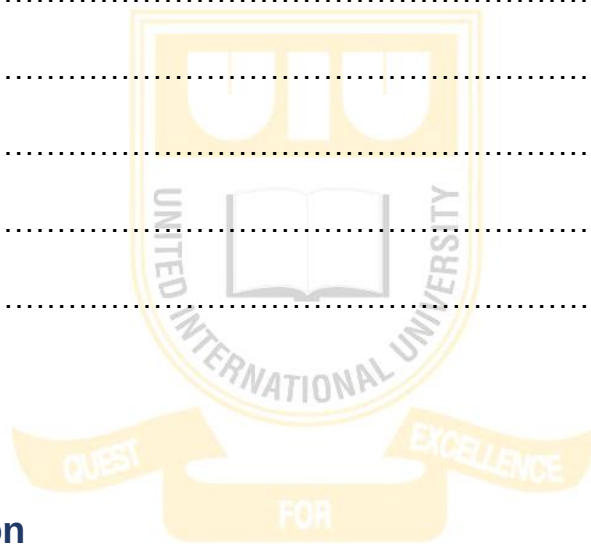
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List of abbreviation

CRM software- customer relationship software

LC- letter of credit

WMS software- warehouse management system software

ERP software- enterprise resource planning

RWD- right hand drive

LWD- left hand drive

CHAPTER I: INTRODUCTION



1.1 Background of the report

The report is based on the export system of RIMI International Co. Ltd. Here we will be the discussing the overall exporting system of the company.

- ✚ Is the company being trustworthy?
- ✚ For how long the company is doing business?
- ✚ Who are the targeted buyers?
- ✚ Where the cars come from?
- ✚ How the company takes order?
- ✚ How the costing is calculated?
- ✚ How the exporting procedure is done?
- ✚ How many documents are needed to buy a car?
- ✚ What are their strength and weakness?
- ✚ What are the opportunities & threats?
- ✚ Who are the competitors?

Last but not the least: what are my experiences, what I learned in these 3 months journey, what skills I've improved and my contribution to the company.

1.2 Objectives of the report

The main purpose of this report is to understand the export process of Japanese used cars in different countries.

The company under which I'm doing my internship, is a company who sells Japanese used cars in different countries which are directly shipped from Japan. As an Intern, my main purpose is to understand the export process of the company as most of this company's task are related to exporting cars.

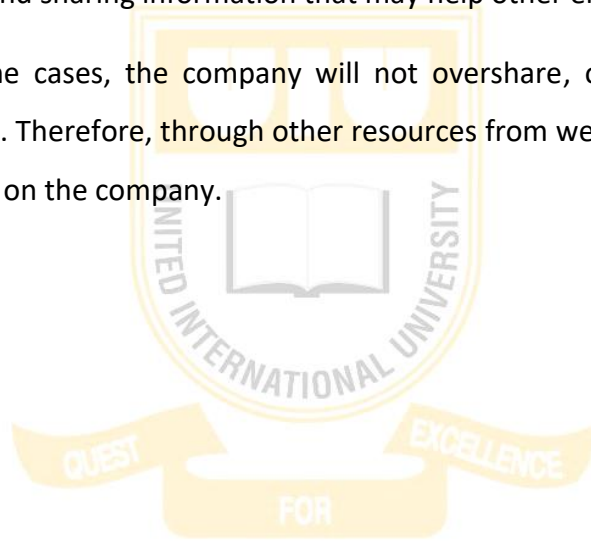


1.3 Methodology of the study

The whole report has been prepared based on personal experience to gather skills and knowledge from the company. Most of my knowledge to write this report has been used here is from primary data which has played a vital role in this report. But regarding some cases I had to use secondary data to build up strong and supportive structure in this report.

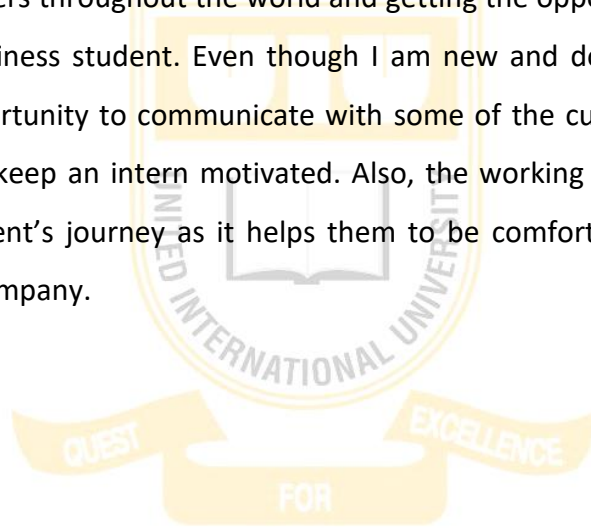
Primary data sources: learning to use the software's that the company is using, interacting with employees to gather knowledge and understanding the company better, Helping the employees to minimize their tasks and sharing information that may help other employees.

Secondary data: in some cases, the company will not overshare, obviously due to security purpose of the company. Therefore, through other resources from websites I've collected some data that is hard to avail on the company.



1.4 Motivation of the report

Throughout these three months journey, the fact that kept me in track was the thirst of seeking more knowledge and developing skills. It was fun to learn different things from this company. Understanding a whole exporting system within a certain period of time was very critical but interesting. It helps you to get much motivated if you find the job that you're assigned is fun. And getting to practically experience the work pressure, but still trying to cope with the pressure at the same time was quite an experience. It has helped me to understand the exporting system very clearly. Working in an International company itself is a motivating factor. The idea of interacting with customers throughout the world and getting the opportunity to sell products is heart thriving for a business student. Even though I am new and doesn't have any skills the company gave me opportunity to communicate with some of the customers directly. Which I think is a great way to keep an intern motivated. Also, the working environment also plays a major impact in a student's journey as it helps them to be comfortable enough to peruse a permanent job in the company.



1.5 Scopes and limitation of the report

Scopes of the study

It was a huge experience to work with an international company and be able to be a part of it is a massive achievement. RIMI International has not only helped me to understand how an international company do business but also helped me to experience different aspects of the company's deeds.

As I am an internee, the company has given me access in different websites and software's from which they directly work. Getting access to these sectors helped me to understand how the company works internally.

But it is quite impossible to understand the company's every detail and work within 3 months and learn from it, but I've tried my best to get information and gather knowledge as much as possible, which I hope this report will tell itself in further.

Limitations of the study

- Learning all about a company is not easy in a time period of three months
- As I'm an Internee, I didn't get access to their personal data
 - I didn't get many detailed information in few cases, which are confidential to this company that could've help me getting access to more information.
- The CRM software has some issues and sometimes it doesn't work properly.

CHAPTER II: COMPANY & INDUSTRY REVIEW

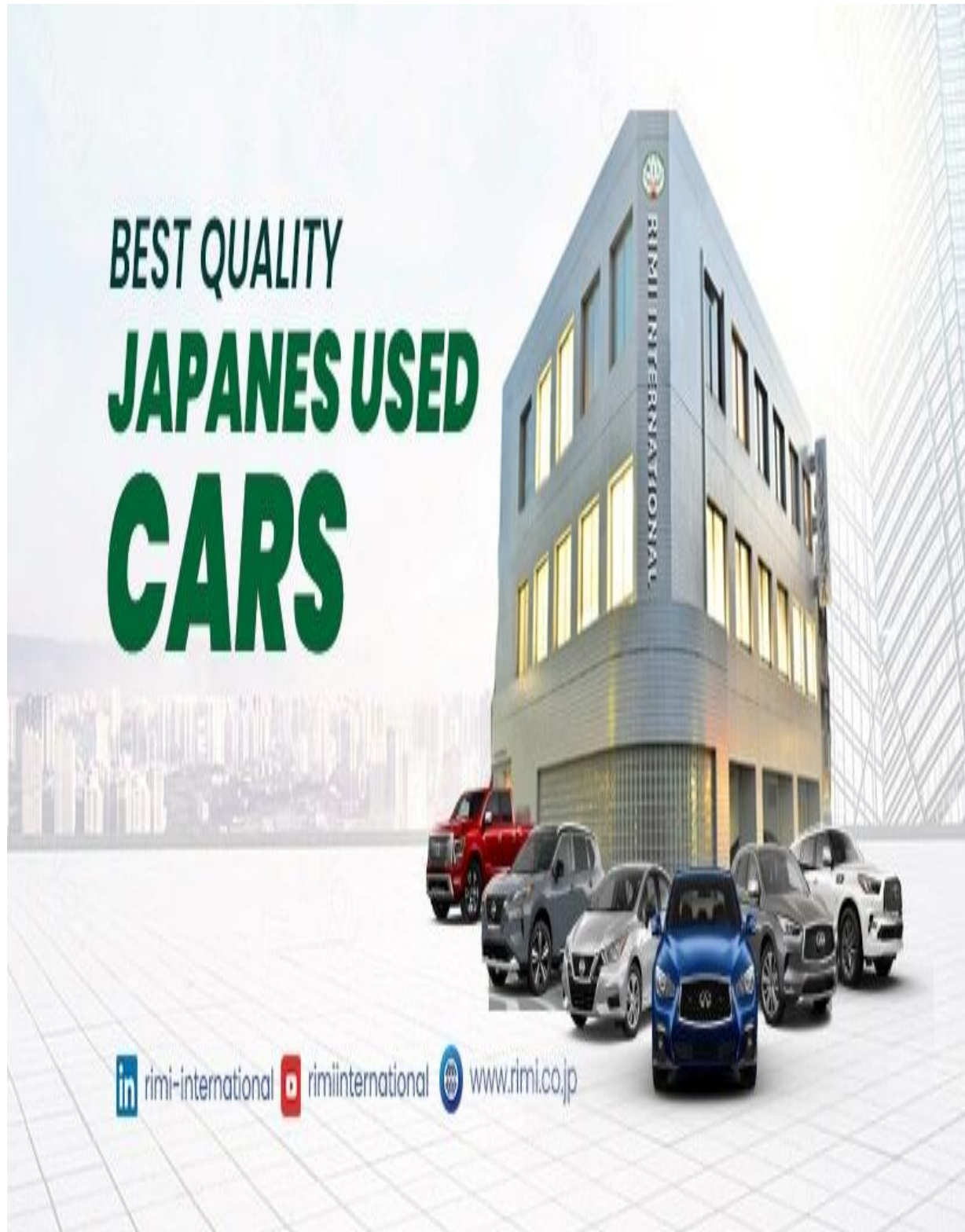


Fig. 1

2.1 Company Analysis

<https://www.rimigroup.jp/history>

2.1.1 Overview and history:

overview

RIMI International co ltd has become one of the most reliable companies in Japan. They first used to do business only in Japan but early in 2018 they established their two affiliated office across the world. They have now two flagships, one in in UAE and the other one is in Bangladesh. It has been 18years and over the years they have set a course to be the best brand committed to excellence in all of their events.

Though they've started their business with exporting cars and spare parts and for which they are mostly known for, the company has other business which includes Solar Panel, Information Technology, Gadgets and RMG, EPS & RPF Sourcing.

History

What is RIMI International, who are they?

RIMI International co ltd is a Japanese car export company, who export used cars and spare car parts in different country through the world. They have started their journey in 2005, Yokohama, Japan but from 2008 the have expanded their business worldwide.

The core founder of this company is **Suzuki Ripon**. He always wanted to enrich developing countries while strengthening the economy of Japan. In 2006, Suzuki Ripon started this business at home.

But in 2009, he moved to a yard to make a road for expanding the business.

In 2012, together with his fellow partners they established a new office to handle their global operation.

In 2018, they expanded their business with a large yard to accommodate more vehicles.

2.1.2 TREND AND GROWTH:

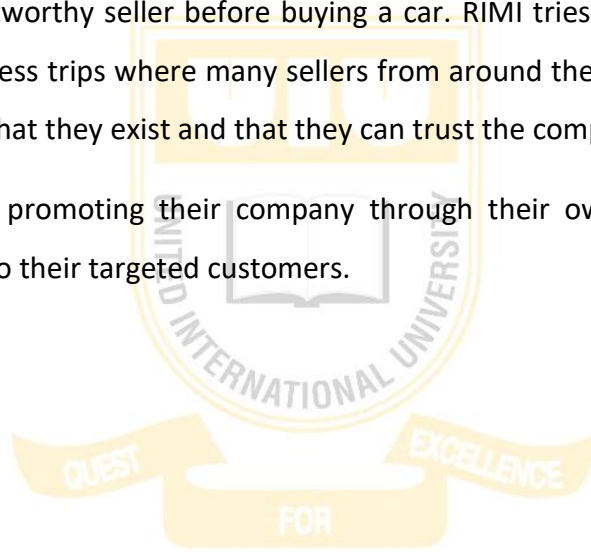
TREND:

To follow the trend RIMI International analyses data to identify customers data. To collect those data the company follows mostly secondary data and tertiary data is also required for detailed analysis. By collecting those data, they identify the current demand and tries to purchase cars according to the customer's demand.

GROWTH:

RIMIs' growth varies on their sustainability and resilience in the market. Customers want to be assured and wants trustworthy seller before buying a car. RIMI tries to maintain their growth through attending business trips where many sellers from around the world comes together to assure their customers that they exist and that they can trust the company without hesitating.

RIMI International also promoting their company through their own website, social media platforms so it reaches to their targeted customers.



2.1.3 CUSTOMER MIX

Customers concern:

from where the company gets their car?

Basically, they purchase these cars mostly from auction houses in Japan, or reliable dealers & suppliers in Japan.

Who can buy these cars?

Lots of company only offers low budget cars but as for our company, RIMI has different budget cars from which any type of customers can select according to their demand. RIMI offers car for both dealers and individual customers but the cost may vary.

How do I know if the car is in great shape?

RIMI has their own website where you can choose a car according to your taste and see the condition of the car that you're willing to purchase. The cars condition is mentioned with every car description.

Can we negotiate?

Of course, you can.

These are some of the common questions customer may ask the company. There is more to this company which I will be discussing later in the report.

2.1.4 (7Ps of marketing) Marketing mix

Marketing mix is the combinations of factors that helps to understand the whole companies' goals and missions

Though in most cases 4ps are used (product, price, place & promotion), it is important to focus on 7 elements of marketing mix. The other three elements are people, packaging and process.

Product: through this report we already can guess that our product is car and car parts. The company only sells used cars which first get furnished and then gets sold to countries around the world.

Price: the price varies from car to car. Even if the car is from same make & model, the price varies on the cars condition.

The costing system of RIMI

- Auction house fees- RIMI has to pay a fee to the auction house because the auction house has been keeping the car and giving security.
- Transportation cost- RIMI needs to pay a fee to bring the car to their personal yard from the auction house
- Radiation test cost: this test is necessary to know the actual condition of the car
- Vanning cost (only for Container shipment): this cost refers to car loading using cargo into a container which minimizes the transportation cost and keeps the product intact and unharmed.
- Drayage cost (only for container shipment): this cost refers to the shipment of a car from warehouse to the port.

For RORO shipment:

cost= car price+ auction house fee+ transportation cost+ radiation test

For CONTAINER shipment:

Cost= car price+ auction house fee+ transportation cost+ radiation test+ vanning cost+ drayage cost.

- *The profit of RIMI is confidential, therefore if to find out the FOB price of any car, they add the profit with cost and charges the FOB price.*

If the port of discharge is closer from Japan's port of departure, the cost for RORO shipment starts from ¥45,000- ¥50,000 and the cost for CONTAINER shipment starts from ¥60,000- ¥70,000.

the longer the distance is, the cost will be higher according to the distance.

Transportation cost is excluded from FOB as the company that is shipping the cars are different company therefore, we have to determine the cost from the company and then we add it with the FOB price.

Hence while we make documents of a car, we mention clearly the FOB, FREIGHT price and mention the total CNF

- $\text{FOB} + \text{FREIGHT COST} = \text{CNF (cost and freight)}$

#freight cost is the shipping cost of a car.

place: As RIMI International is a Japanese online based company and their headquarter is situated in Japan customers get confused from where they will get their surety for trusting this company. Hence RIMI has opened their branches in Dhaka, Bangladesh and one in UAE.

promotion: RIMI International uses online platform to promote their company. Which includes META, LinkedIn, YouTube & Search Engine Optimization (SEO)

people: RIMI international is now working in many departments. Operation, Sales, International Marketing, Local Marketing, Local and International sales, global and local operation, HR administration, Shipment, and Documentation.

each department have employees who are skilled in their own department.

Packaging: as I mentioned earlier, RIMI International uses two shipping method. One is RORO shipment and the other one is CONTAINER shipment. Both depends on how customers would like their product to be shipped. According to their need we depart the car.

RORO shipment:

- Roro ships are the cargo which is designed to carry car, bicycle and other product that cannot be export using airlines or bypass OR is too risky to carry in these two other options.

The packaging is done by driving the car inside the cargo, and is kept with other cars. And to ensure complete security of the car, the cargo is securely blocked, braced and tied down inside the ship where it is wind and watertight.



Fig.2 (RORO ship)



Fig.3 (inside of a RORO ship)

CONTAINER shipment:

- Container ships are also large cargos which carries large & heavy products in truck size intermodal containers. Container has two sizes, 40 ft. and 20ft. 40ft container can load 6 cars depending on its size, and 20ft container can load up to 2 cars.



Fig.4 (Container ship)



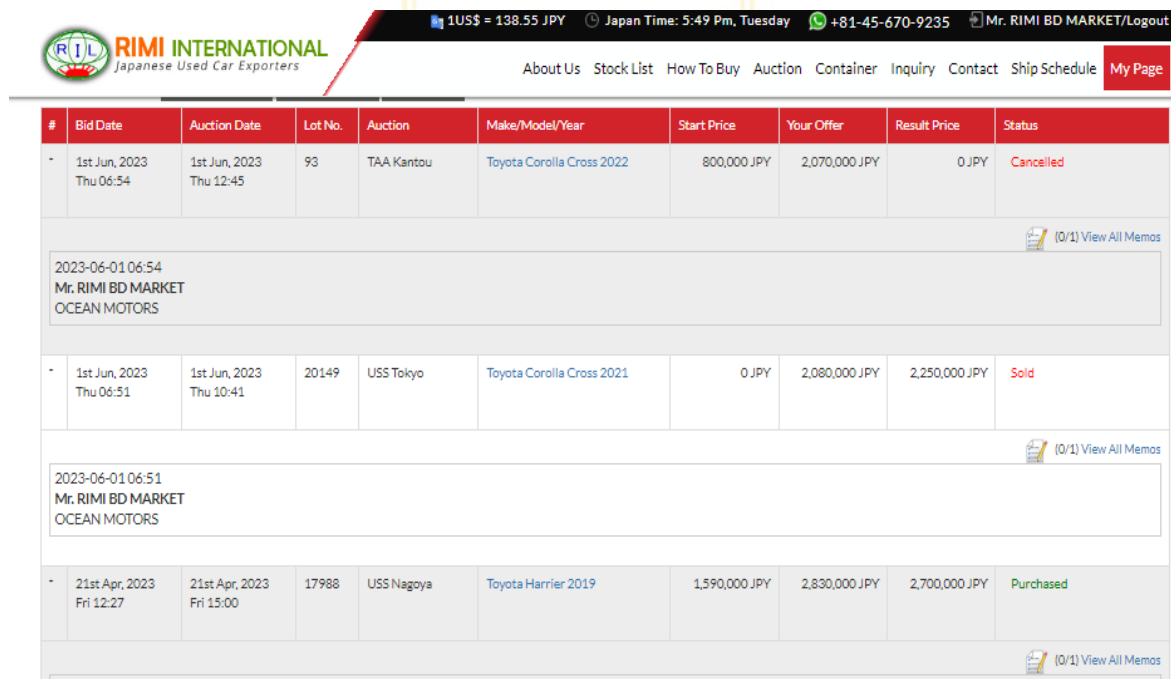
Fig.5 (inside of a container ship)

PROCESS:

THE EXPORT PROCESS OF JAPANESE USED CARS IN DIFFERENT COUNTRIES (FROM RIMI INTERNATIONAL CO. LTD)

As discussed earlier, RIMI International is a company who sells used car worldwide.

As RIMI sells used cars, many asks where does they get the cars from. To answer that query RIMI buys those cars through **auction or dealers**. The process is quite simple. There are many auction-halls in Japan where every day used cars auction are carried out. As for RIMI they choose the cars according to their needs and **make a bid**. Bid results can occur within a minute following the next day. In our website we can see what the limitations of the bidding are and then have to guess the price according to the market analysis and bid for the car. If the bidding is accurate enough, we will become the owner of the car.



The screenshot shows the RIMI International website interface. At the top, there is a navigation bar with the company logo and name, followed by a header with various links like 'About Us', 'Stock List', 'How To Buy', 'Auction', 'Container', 'Inquiry', 'Contact', 'Ship Schedule', and 'My Page'. Below the header is a table displaying auction results. The table has columns for '#', 'Bid Date', 'Auction Date', 'Lot No.', 'Auction', 'Make/Model/Year', 'Start Price', 'Your Offer', 'Result Price', and 'Status'. Three rows are visible, each representing a different car auction. The first row shows a 'Toyota Corolla Cross 2022' with a 'Cancelled' status. The second row shows a 'Toyota Corolla Cross 2021' with a 'Sold' status. The third row shows a 'Toyota Harrier 2019' with a 'Purchased' status. Each row also includes a 'View All Memos' link.

#	Bid Date	Auction Date	Lot No.	Auction	Make/Model/Year	Start Price	Your Offer	Result Price	Status
-	1st Jun, 2023 Thu 06:54	1st Jun, 2023 Thu 12:45	93	TAA Kantou	Toyota Corolla Cross 2022	800,000 JPY	2,070,000 JPY	0 JPY	Cancelled
-	1st Jun, 2023 Thu 06:51	1st Jun, 2023 Thu 10:41	20149	USS Tokyo	Toyota Corolla Cross 2021	0 JPY	2,080,000 JPY	2,250,000 JPY	Sold
-	21st Apr, 2023 Fri 12:27	21st Apr, 2023 Fri 15:00	17988	USS Nagoya	Toyota Harrier 2019	1,590,000 JPY	2,830,000 JPY	2,700,000 JPY	Purchased

Fig.

6

This is where we can see the cars that we purchased and that are sold to other bidders. (On the 1st row you can see the “status” is cancelled, which means that no one could reach the given price. Hence the car will not be sold.)

After the bidding process RIMI needs to pay an **auction house fee** for keeping the car to their yard.

After **paying the price and auction house fee** RIMI then takes the car to their own yard which is situated in **Japan**. The company has two yards, both are situated in Oyoma Yard, Yokoyama. where they keep their cars. RIMI needs to pay another fee which is **transportation cost**, for shifting the car from one yard to another yard.

After bringing the car into the yard RIMI carries out a **radiation test**. Radiation test is basically a test which is executed to determine the condition of the car. Radiation test is done by another company of Japan hence, RIMI has to pay radiation fee as well.

After maintaining these formalities RIMI then put these cars to their website for the customers to choose. They provide **auction sheet** where the customers can see the condition of the car and choose according to their obligations.



Fig.6

RIMIs' Website (you cannot purchase a car through online unless you open an account)

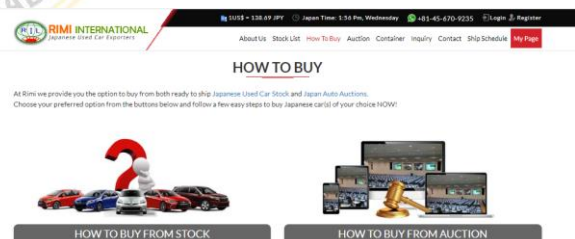
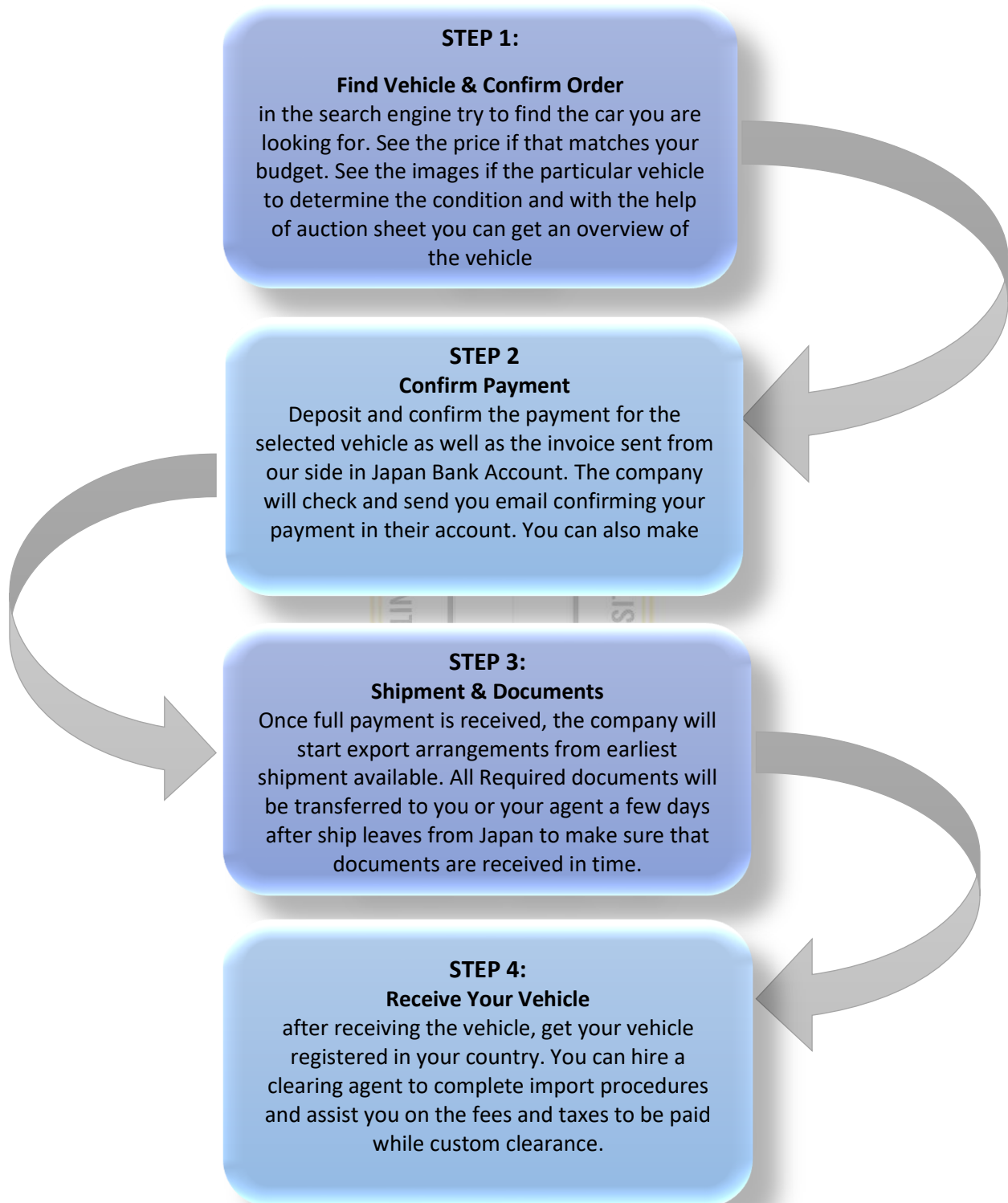


Fig.7

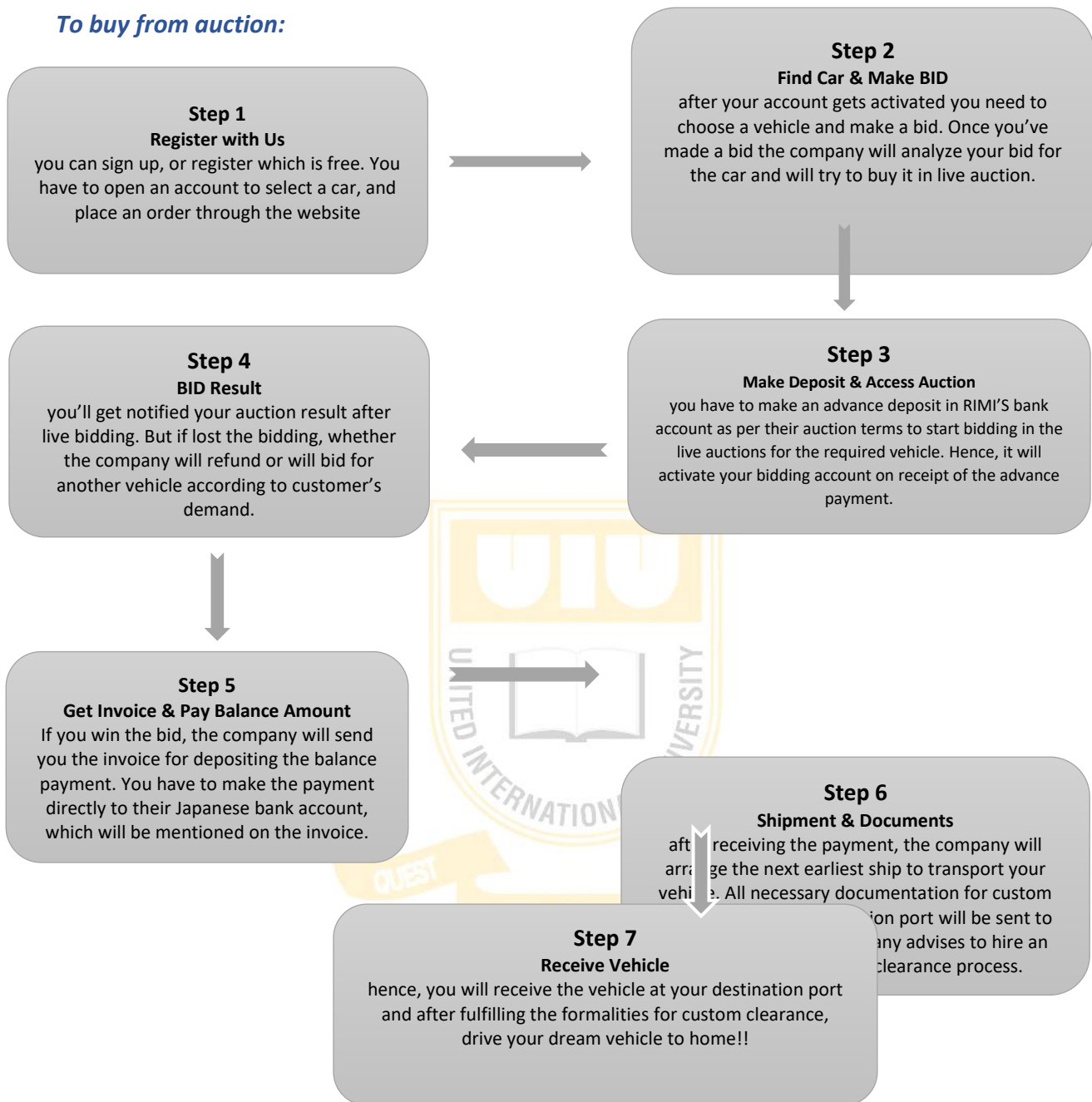
there are two ways you can buy a car. one directly through live auction or from RIMIs' stock.

To buy from stock:



(Fig. 8)

To buy from auction:



(Fig. 9)

Elaborating the procedure:

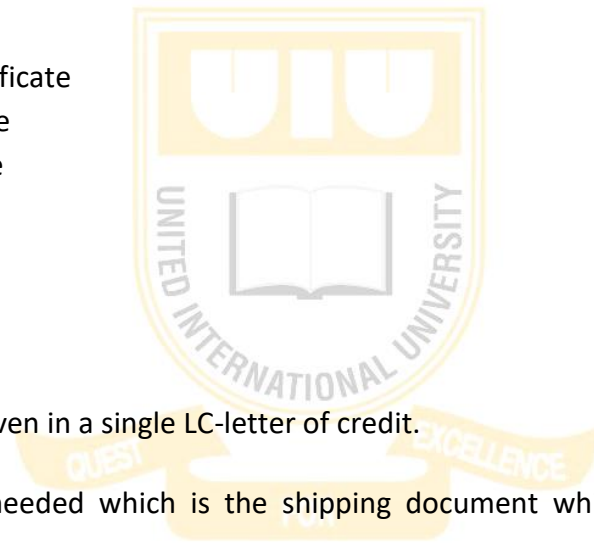
After the customers decision of buying car, the customer need to send the company a **Letter of Credit (LC) document** with the help of their countries bank. Then the bank will send RIMI's bank the document where terms, conditions and requirements will be mentioned. RIMI's bank will then discuss the conditions that are mentioned in the document and then if they aren't satisfied with

the conditions, they will apply to negotiate. If both parties are on the same page, then the car will be sold and the requirements will be fulfilled by RIMI International.

Documents that are needed are given below-

Documents needed:

- Commercial invoice
- Packing list
- Shipping advice customer
- Shipping advice bank
- Shipping advice applicant
- Shipping advice insurance
- Certificate
- Beneficiary certificate
- Fax certificate
- Compliance certificate
- Freight certificate
- Export certificate
- Bill of lading
- Country of origin
- JAAI



These documents are given in a single LC-letter of credit.

Another document is needed which is the shipping document which is not included in LC documents.

Shipping documents are provided by the shipping companies. And by fulfilling their conditions RIMI then sends the car to the destination.

Stock management

After fulfilling the duties, the company needs to keep their stock record in their database. To identify and sort out their sold-out products. With the help of WMS software RIMI International records these documentations.

The following details are given below:

LC Documentations (we document **LC** by using “*warehouse management system-WMS software*”.)

- Lc number- provided in documents
- Date of issue
- Date of expiry
- Bank name and address
- Applicant name and address
- Total amount
- Port of loading
- Port of discharge
- Description of goods/ product details
- Lc term
- Commercial invoice
- Insurance company name and address
- Packing list- way they want the car to be packed
- Certificates: i) beneficiary, ii) compliance, iii) freight, iv) certificate, v) export
- Add remark- through remarking, all data will be included in the certificates automatically

2.1.5 OPERATIONS

RIMI International co ltd has operations in AFRICA, ASIA, CARRIBEAN REGION, NORTH AMERICA, SOUTH AMERCA & OCEANA

Currently the company is focused on African region. They are now doing their operations mainly in Tanzania, Zambia, Uganda, Mauritius, Zambia, Zimbabwe, South-Sudan, Rwanda and many more.

As the company only provides right hand drive vehicles, they don't sell cars to the countries which drive left hand drive vehicles.

Recently the company visited some of the countries to analyze the market situation of those countries.

2.1.6 SWOT analysis

S- strength: the company is providing best conditioned cars with a very reasonable price which is difficult for other companies to follow up. The company is not only using updated software but also promoting the company in different continents of the world.

W- weakness: as it is a used car business the company will face massive competition for which RIMI always have to be aware of. If the company analyses the market wrong or takes a wrong step in their business strategy the company may face huge doom as the competition is pretty tough.

O- opportunity: as the company is promoting their business in many countries their opportunity to be known around the world is a huge achievement for not only the company but for Japan as well.

T- threats:

- advanced technologies
- massive marketing by other companies
- promotional marketing
- wide expansion of the industry
- aggressive competitions
- eligible competitors like: Be Forward, SBT Japan, Auto Com Japan, JPC trading & SK Japan.

The logo of United International University (UIU) is a large, faint watermark in the center of the page. It features a shield with the letters 'UIU' at the top, an open book in the middle, and the text 'UNITED INTERNATIONAL UNIVERSITY' around the bottom. Below the shield is a banner that reads 'QUEST FOR EXCELLENCE'.

CHAPTER III: INTERNSHIP EXPERIENCE

3.1 Position, Duties and Responsibilities

Position:

Trainee Junior Executive

Duties & Responsibilities:

As it was a 3 months long journey. I got to learn many things within this specific time. I started with some small duties like updating shipping schedule by using CRM software, collecting data of customers through social media and google, updating purchased products uploading car details in website and CRM software. Stock price update in website, communicating with dealers through E-mail, contacting to Zambia's customer through WhatsApp, and update LC documentation.

3.2 Training

Before assigning any duties and responsibilities I was taught how to use CRM, ERP system software. I was trained by my supervisor and fellow members of the company.

3.3 Contribution to department functions:

Auction support: after allocating all bidding system and information, analyzing the schedule for auction, making report and providing it to the manager.

Customer service support: helping customers who have troubles about a specific product. To make sure that the customers are being able to solve their issues and entrusting them.

Back-office support: executing and maintaining record of documentations. Provide support to the front office.

3.4 Evaluation

To be honest, I never thought of working in a car company and on top of that I didn't have any knowledge about cars. Throughout this journey I've met some extraordinary talented people from whom all can get a hint of what living in the dreams feel like.

currently I'm the only female employee in this company but the company never let me feel like an outcast or made me uncomfortable in any aspects. They have maintained certain boundaries and made it easier for me to work.

I've always heard people complaining about the work environment and how unsettling it is, but I can proudly say I've never felt these working for this company.

Car was never in my options for pursuing a career. But by joining, this company has expanded my career options. It not just about career options but how much I love working for a car company. Its fun and there's lot to learn which I don't think I would've been able to learn from any other industry. I got stimulate many new aspects of works, task, opportunities.

And most importantly I get excited when I see a car and find it mesmerizing how much I know about this certain industry.

3.5 Skills applied:

- working under pressure
- managing time with work
- Microsoft office
- Communication
- Excel
- Data analysis
- Familiar with CRM, WMS & ERP software

3.6 New skill developed:

- Professionalism
- Customer service
- Time management
- Thinking strategically
- Product knowledge
- Industry knowledge
- Fluent typing
- Fluent use of CRM, WMS & ERP software
- LC documentation
- Creating a proforma invoice



CHAPTER IV: RECOMMENDATION & CONCLUSION



4.1 Recommendation for improving department operations:

As I'm new and have little knowledge about the companies' working policies and system, I wouldn't recommend to change anything but encourage the company to analyze customer data more specifically and identify their needs, as many times I've noticed that when a dealer wants a specific model, the company couldn't provide it and offered other options due to stock shortage.

Though it may seem harmless but it can create a bad impact on the company's image.

Other than that, I still haven't come to a place where I think the company should change its system.



4.2 Conclusion

This working experience has made me realize that there is no limitation of learning new things, developing new skills and many more. Loving your first job is kind of difficult but I can say that I love my job. I have a long way to go and starting with RIMI International was one of my best decisions I've ever made. I still require more knowledge and skills to be able to move further but knowing that the journey is taking me somewhere nice is a subtle feeling of confidence. It's great to know the things I learned here will be useful to my career and in the field of marketing.



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