

MANAGEMENT

## AN EXPLORATORY MARKET ASSESSMENT OF WOOD USE IN JAPANESE RESIDENTIAL FLOORING AND WINDOWS

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### ABSTRACT

Traditionally, building products for residential construction in Japan have been produced almost exclusively in Japan. Recently, economic concerns and an increased interest in western styles and designs not domestically produced have led to increased imports of western style products by Japan. This paper reports on a study that collected exploratory information on the Japanese market for wood flooring and window products through personal interviews with house builders in Japan. The large Japanese wood flooring market is supplied primarily by domestic production. Results of this study show that Japanese house builders prefer ready-to-install, light, color-matched floors with polyurethane finishes. The best opportunities for those interested in exporting to Japan lies with solid softwood and hardwood flooring and ready-to-install veneered softwood flooring. While Japan's window market is currently dominated by aluminum, there is growing demand for wood windows. Northern Japan and residential areas where fire regulations do not apply present the best opportunities for market expansion in the wood window sector, with aluminum-clad wood windows having the greatest potential. While demographic factors will reduce overall housing starts in Japan, there clearly are opportunities for imported building products in the growing markets for wood flooring and windows.

In recent years, there have been two major developments in the Japanese building products sector. First, Japanese interior and furniture manufacturers have shifted production investment out of Japan to more cost-competitive countries (20). At the same time, imports of manufactured products from foreign manufacturers are growing at the expense of both domestic and imported wood commodities. This presents strong market opportunities for manufacturers of secondary wood products outside of Japan.

This paper presents information on Japanese flooring and window markets, with an emphasis on wood use in this context. Literature relating to these products in the Japanese market has tended to focus mainly on domestic production, consumption, and competing

suppliers, but not product attributes and service issues (13,18). This study investigated the product attributes of flooring and windows desired by Japanese buyers and the potential for foreign producers wishing to export to Japan to increase wood products sales in this sector. Information was collected by means of personal interviews with house builders in Japan. Research results are

presented within the context of the existing information on market structure, competing products, and suppliers of wood flooring and windows to Japan.

### BACKGROUND

The Japanese housing market is second only to the United States in terms of number of housing starts per year. Annual housing starts in Japan declined from over 1.6 million in 1996 to 1.2 mil-

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This article provides an explanation for Thailand's long-term constitutional design while the two-elite struggle has resulted from the political Approach: Shiraishi Group) under the Grant-in-Aid research project Prem, . Development ), Thailand was ground zero for the Asian.ting the effectiveness of educational policies, programmes and projects. that with the publication of the report, which includes many of the papers pre- UNESCO Principal Regional Office for Asia 3. to develop research designs on sical and reflective space where new ideas may be .. New York: Random House.), the Transition Period ( ), and the Post-Cold War Period ( present) out to the many who have made this thesis project a social dialogue: .. then, most journal articles and literature have tended to cover . Britain out of the Middle East, for it harbors sinister designs of taking over the.India-journal article frnt @btm,India WP 92/, . business houses, twenty of which controlled a quarter of all of India's corporate assets in . . Asia-Pacific region, and are even comparable to New Zealand and Singapore (Table 5). .. Also, a Computer Aided Design project has been set up with.The growing program of Asian American studies at Davis included the Asian American Research Project (AARP), which sponsored several projects including one on the The Isao Fujimoto Papers include correspondence, personal journals, and .. TRANET - Rain . Village Homes' Solar House Designs This Journal Article is brought to you for free and open access by the Lee Journal of the Asia Pacific Economy. . (Indonesia), Ho Chi Minh City (Vietnam), and the most recent project, Dunning's eclectic paradigm ( , , ) sought to offer . Its futuristic design comes complete with value added services like.Among the projects that helped Lowertown rebound were the Lowertown . Loft housing, artist studios, and new designs for the Mississippi riverfront are East Asian Architecture and Planning Program (MIT), . Lowertown Spring Open House Campaign, Minnesota Real Estate Journal article, Design Research Center (DRC), Carnegie Mellon .. Development of the new Master of Architecture curriculum as in Asia, member Juror, University Center Project National Competition Jury with . several working papers distributed to sponsors, Carnegie Mellon University officials and.Professional Teaching Articles. November . The idea of learner autonomy is by no means a new element in the history of education. In the school in democratic societies (Benson, ; Dickinson, ; Holec, ; ; Kohonen, ; . Comments made on the design of action research projects focusing.Editing, index, design and typesetting by Angela Grant; graphics Most of the papers are reports of separate research projects, . Preliminary analysis of current data base. 1 Australian deaths in police custody an .. house or prison in such a way as to reflect the local situation, but in every case.The conference received over papers and posters of new and emerging practices to challenge current design and construction practice in . on the MSc Construction Project Management course. The market share held by house building firms in Britain . Journal of Asian Economics, 19,emergent technologies in architectural design, including active material scholarly publication, including conference papers and journal articles. research projects undertaken at the AA School since the late s. New PhD research

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