

Communicating unique product strengths and responding to customer needs through face-to-face interaction

Company overview **PULS**

Company name	PULS Co., Ltd.
Parent company	PULS GmbH (Germany)
Timing and location of entry	2019, Nagoya, Aichi Prefecture
Manner of entry	Sales base
Other facilities in Japan	None
Primary business activities	The company excels in the manufacture and sale of industrial power supply units, with AC-DC converters as the core product line. It has particular strengths in the field of DIN-rail power supplies. Key product features include compact size and high energy conversion efficiency.
Company strengths	



Background and objectives for market entry

- Prior to market entry, the company had only limited transactions with Japan; however, it considered Japan an extremely attractive market, with the electronics industry concentrated in the Kanto region, the automotive industry in the Chubu region, and the biotech industry in the Kansai region.
- Officials considered Tokyo as a potential location, but the engineers the company wanted to reach were based at manufacturing sites (factories) across Japan, so it chose the Greater Nagoya area for its high concentration of manufacturing facilities.
- The period from initial study to market entry was one year and six months.

2019

Results after entry

- By entering the Greater Nagoya area, the company was able to reduce physical distance to customers and facilitate face-to-face communication to convey product value.
- As a result, customers' understanding of the company's strengths, namely compact size and high energy conversion efficiency, deepened.
- Improved product understanding led to delivery record(s) to Japanese manufacturing companies and data centers.
- Increased opportunities for direct meetings with customers enabled the company to receive requests firsthand and implement product improvements tailored to the Japanese market.

Contributions to Greater Nagoya region

- Through face-to-face communication, the company is gaining a deeper understanding of Japanese companies' needs and contributing to productivity improvements in Japan's manufacturing industry by providing improved products for automotive manufacturers and other customers.

2025

Future outlook

- As a near-term goal, the company is looking to increase annual sales beyond the current level by a factor of 1.5 to 2.0. It believes this goal is achievable but needs to secure human resources in order to do so.
- For Japanese customers, the company is seeking sales personnel who can effectively communicate the strengths of its products, even if prices are higher than competitors' offerings.

Future