

## **Theory of Regional Venture business**

### **-Based on the experience of venture support work in Okinawa-**

<Strategy and Competitiveness>

.Okinawa Neo-Industry / Enterprise Theory

- 1 . Strategic Business Fields
- 2 . Importance of Activity Fields Strategy
- 3 . Regional Distinction Strategy
- 4 . Proposals and Issues of Okinawa Neo-Industrial Classification

【 To be continued 】

<Creative Power and Spontaneousness>

. Strategies for New Businesses and Profit-making

<Information Technology Era>

. Potential of the Regional Enterprises Utilizing IT and Digital Technology

### **<Strategy and Competitiveness>**

#### **.Okinawa Neo-Industry / Enterprise Theory**

##### **1 . Strategic Business Fields**

###### **(1) Necessity of Industry Domain**

These days some particular industries in Okinawa have achieved rapid growth but others seem to be still struggling to follow their success. Actually, the others are falling down in the business. Okinawa economy in this several years could not make the most of chances, and it lacks to have driving force for Okinawa industries as a whole.

These realities should be considered with the whole economy and industry policies in Okinawa and “A Grand Design” of Industry Domains is necessary. Until now, Okinawa has lacked “A Grand Design” for industry domains.

Now it is recognized that the strategic decision of the business field is critical when you start or promote your business.

Once Japanese film industry enjoyed its prosperity but it declined because it stuck to film. It could not cope with the rapid change of media. On the other hand, Hollywood companies started working with multimedia and now they are not just a film makers but also entertainment companies.

Another example is Central Pacific Railway Company. Once it gained much profit and it is well know that Stanford University was founded with personal assets of its president Leland Stanford. However the company also failed to cope with diversification of transportation.

One example of success is Hankyu Railway Company. The Company considered the people around its railroads as potential customers and expanded its business to residential development, amusement park development, and management of department stores at railroad terminals. Kobayashi Ichizo, the founder of Hankyu Railroad Company, started Hankyu department store and Takarazuka Girls operetta troupe.