

The Tokyo One-Stop Business Establishment Center (TOSBEC) is a one-stop consultation service that can help you to complete all the administrative procedures required to start your business in Japan. It is jointly administered by the Japanese government and the Tokyo Metropolitan Government and has the main office in Akasaka and satellite centers in Shibuya and Yurakucho. In this edition, we interviewed Mr. Shuhei Hayafuji, who established a corporation and launched a restaurant business, while being a sole proprietor.

Invest  
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## User Relay Interview.....



### Advertising Agency Owner and Food Service Entrepreneur

As a sole proprietor, I worked as an event director. During this time, I developed a desire to launch my own business in the food industry, which led me to establish a corporation.

I have signed a franchise agreement with a major restaurant chain and am preparing to launch a food delivery business starting in July which operates without a physical storefront and focuses exclusively on delivery. This franchise headquarters owns various food brands. As a franchisee, a single store prepares and delivers all the different types of cuisine.

My interest in the food service industry may be partly because my family runs a restaurant. After dropping out of university, I joined a major izakaya chain and worked there for ten years. Eventually, I was promoted to manager, where I gained a variety of valuable experiences. After leaving the company, I wanted to try other industries. I took on part-time jobs helping with events, which I found very interesting. Because of my management experience in the restaurant industry, I was hired as a manager at a major advertising agency. Currently, I work as an event director as a sole proprietor, but regarding the food business, I decided to establish a separate corporation to manage it.

### Shibuya Is My Hometown.

I am originally from Yokosuka City in Kanagawa, but I moved my base of activities to Shibuya when I entered college, and I also worked at izakaya in Shibuya, Ikebukuro, and Shinbashi. Shibuya has been the starting point of my life, and I also established my company there.

I first learned about TOSBEC quite some time ago. The president of an acquaintance's company informed me that there is an excellent facility that supports business startups and kindly accompanied me there. When I started thinking about setting up a corporation, I remembered the name TOSBEC.



#### SI Produce Corporation

President Shuhei Hayafuji.

He was born and raised in Yokosuka. After gaining managerial experience at a major izakaya restaurant and an advertising company, he established SI Produce Corporation in March. While Operating as a self-employed event director, he is now in the process of launching a restaurant business to formalize contracts with a franchisor.

### My Goal: A Company That Brings Happiness to All Stakeholders

What I always keep in mind is that there is always a person on the other side. My major goal is to make a company that brings happiness to all stakeholders including clients and employees.

Currently, I expect monthly sales of approximately 5 to 6 million yen, with annual profits projected between 55 and 65 million yen. In the near future, I aim to open a second and third location and grow the business into a company with annual sales on the order of 100 million yen.

### In TOSBEC, You Can Consult Face to Face.



It took just three weeks from the time I started considering establishing a company to submitting the registration application. Since I was able to consult in person in TOSBEC, I received direct guidance on any parts of the paperwork I didn't understand. A specialist carefully reviewed my documents multiple times, so all I had to do was submit the corrected version. I was honestly surprised at how easy it turned out to be to start a company.



#### One point of advice from me

By using TOSBEC, you can complete various procedures in one place, making the business startup process smooth and efficient. The specialists and staff are kind and approachable. For anyone preparing to establish a company, not taking advantage of this service would be a missed opportunity.

Consultation and introductory sessions are held as needed. Now accepting participants!

Available to everyone, free of charge!

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