

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 Ms. Elena Alina Chiaburu, who enjoys cleaning and developed her own house-cleaning tablet that is safe for both the body and the environment.

Invest
Tokyo

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User Relay Interview.....

I want to use detergents that are kind to myself
and the environment

After turning 40, I started paying more attention to what I eat and what I use. I love cleaning, but switching between different cleaning products in the bathroom and kitchen really dried out my hands. One day, as I opened my cupboard in the bathroom and was overwhelmed by a pile of cleaning bottles, I asked myself – do I really need all these products?

I decided to look up the ingredients of these cleaning detergents online. Even though they had different names and uses, their basic ingredients were pretty much the same—and full of chemicals. I tried natural detergents, hoping they'd work better, but they didn't clean well. So finally, I thought, why not make my own?

At first, I tried making my own detergent using baking soda, baking powder, and vinegar, but I kept failing. Then I got inspired by some DIY YouTubers from overseas and asked some experts to help turn my idea into a real product. After a lot of trial and error, I finally created my perfect cleaning tablet.

This tablet solves a bunch of problems. It's made only from natural ingredients, with no harsh chemicals. It's compact, so it doesn't take up much space. All you need is a nice bottle and some water to dissolve the tablet. We add essential oils like thymol and lemongrass for a fresh scent and antibacterial power. Plus, everything is sustainable – no single-use plastics here. Our wrapping is paper printed with biodegradable ink, and our spray bottles can be reused again and again.

So let's clean our homes, to clear our minds and open our hearts.



SHIZEN HOME

Founder & CEO Elena Alina Chiaburu
Romanian: She first came to Kumamoto, southern part of Japan through an internship program. After earning a BA in Hotel Management in Switzerland and working in London, she returned to Tokyo. During the COVID-19 pandemic, she decided to start her own business and established Shizen Home in Chuo-Ku, Tokyo.
<https://www.shizenhome.store>

Build a Brand that Inspires Women and a Diverse Team

My dream is to build a brand that inspires women to become the best versions of themselves while embracing a clean and organized lifestyle. I also deeply value diversity, and my vision is to create a company where our team represents people from all walks of life, backgrounds, and cultures.

My journey in Japan began 25 years ago

My journey in Japan began 25 years ago in Kumamoto, where I came for an internship. Since very few people spoke English there, I taught myself Japanese by writing down every new word I heard and using them in daily conversations – and this was long before Google or iPhones existed.

After earning my BA in Switzerland and working in London, I returned to Japan in 2017 and began working in Tokyo. During the COVID-19 pandemic, I decided to start my own business. Having been born and raised in a small town in Romania, I had always dreamed of entering the global market and creating something uniquely mine. I started my business as a sole proprietor. While I was waiting for the right time to incorporate, my partner gave me a brochure from TOSBEC.

English Support and Consultation for Startups at TOSBEC

I filed my company registration documents using the English support tool provided by the Ministry of Justice. However, the program wasn't fully compatible with my computer, so it took a few hours to complete the documents. The professional staff at the registration booth were very supportive, and I was able to establish my company within two weeks.

After completing the registration, the receptionists guided me to the tax and social insurance booths. It was very helpful to be able to consult on all the necessary post-registration procedures in one place.



One point of advice from me

If you're not confident in your Japanese, don't worry. With the help of technology and TOSBEC's free services, you can feel comfortable starting your business.

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

Available to everyone, free of charge!

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