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QuickBooks Deal Helps Foreign Firms Hurdle Business Obstacles in Japan

Thanks to recent rollbacks of restrictions on foreign companies, a growing number of multi-nationals are trying to penetrate the Japanese marketplace – only to face additional bureaucratic and cultural obstacles. For the largest firms, language, currency, tax and legal barriers are formidable challenges, and smaller firms may find the hurdles almost impossible to overcome.

To help clients tackle the challenges, Aviso Group Inc. plans to incorporate QuickBooks Pro2003 into its package of “back office solutions,” providing small- to medium-sized businesses with a powerful system to slice through “red tape.” The Tokyo-based consulting firm will conduct a QuickBooks presentation, and give away demo CDs, at the Canadian Embassy Trade show on April 22.

“With QuickBooks, the little guy can manage his office in much the same way as the ‘big boys’ – without a large staff or costly custom software,” said Aviso spokesman Eric La Cara. “A company can maintain inventory, run payroll, analyze financial trends and use the computer as a cash register. And with this latest release, records can be produced using either Japanese and/or other multi-currency.”

QuickBooks, a leader in small- and mid-sized business accounting software, evolved from a modest bookkeeping system into a veritable Wal-Mart of business systems tracking. Product features range from inventory control and a point-of-sale

system to Web-based business management applications. Recent improvements let computer users update company records simultaneously in up to 10 locations. Now, parent companies and head offices can combine reports by pulling data from subsidiaries, divisions or branches.

Aviso's newly signed agreement with Qcom of Singapore makes it the exclusive partner and reseller of QuickBooks in Japan.

"But we're more than just salesmen," says La Cara. "Our services include installation on your computers and training for your people. Our expertise with the product guarantees your success."

For more information, visit www.avisogroup.com or e-mail elacara@avisogroup.com.