



**Asia-Pacific
Economic Cooperation**

2010/SOM3/EC/SEM/006

Session 2

Problems Facing SMEs How APEC Economies Can Better Address These Issues Going Forward

Submitted by: Proactive Corporation



JAPAN 2010

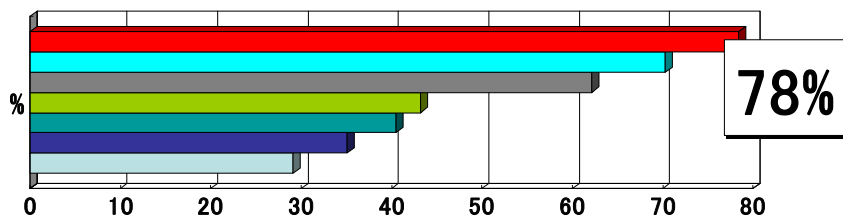
**Seminar on Getting Credit for Small and
Medium Enterprises
Sendai, Japan
21 September 2010**

Problems Facing SMEs

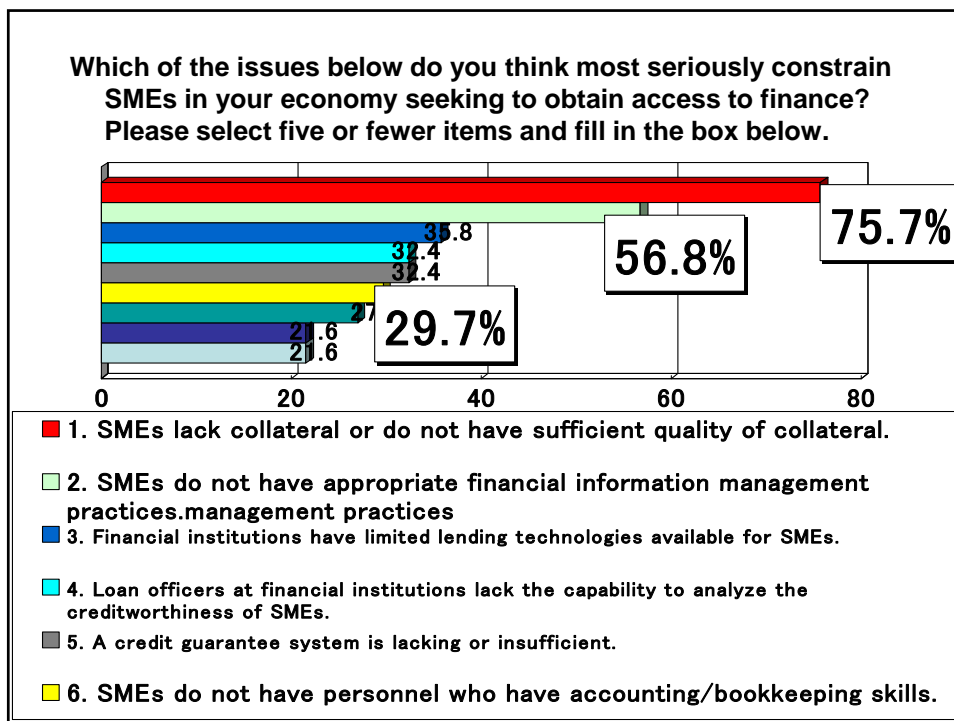
How APEC economies can better address these issues going forward

*Proactive Corporation
Tsutomu Tatemiya*

Which of the issues below do you think are the most serious problems for SMEs in your economy at present? Please select five or fewer items.



- Difficulty obtaining business loans/access to finance
- Competition from imported products
- Difficulty of finding and keeping skilled employees
- Increased borrowing/interest burdens
- Decrease in demand/falling sales
- Declining sales prices
- Decrease in profits




Problems are based on the following:

SMEs do not have personnel who have accounting/bookkeeping skills.

The accounting education system and the business skill evaluation system need improvement.

**Japanese Certified Bookkeeping
Examination System**

For Financial Reliability



Certified Bookkeeping and Accounting Test

For evaluation of business skills

JAPAN

**An Example from BATIC (Bookkeeping and Accounting
Test For International Communication)**

**Which of the following combinations generally describes the
approaches that U.S. GAAP and IFRS take?**

- | <u>IFRS</u> | <u>U. S. GAAP</u> |
|-----------------------------|--------------------------|
| A) Principle-based approach | Principle-based approach |
| B) Principle-based approach | Rule-based approach |
| C) Rule-based approach | Principle-based approach |
| D) Rule-based approach | Rule-based approach |
| E) None of the above | |

<Answer: B>

An Example from BATIC (Bookkeeping and Accounting Test For International Communication)

Under IFRS, which of the following methods is not allowed to measure cost of inventories?

- A) The FIFO method
- B) The LIFO method
- C) The specific identification method
- D) The weighted-average method
- E) All of the above

<Answer: B>

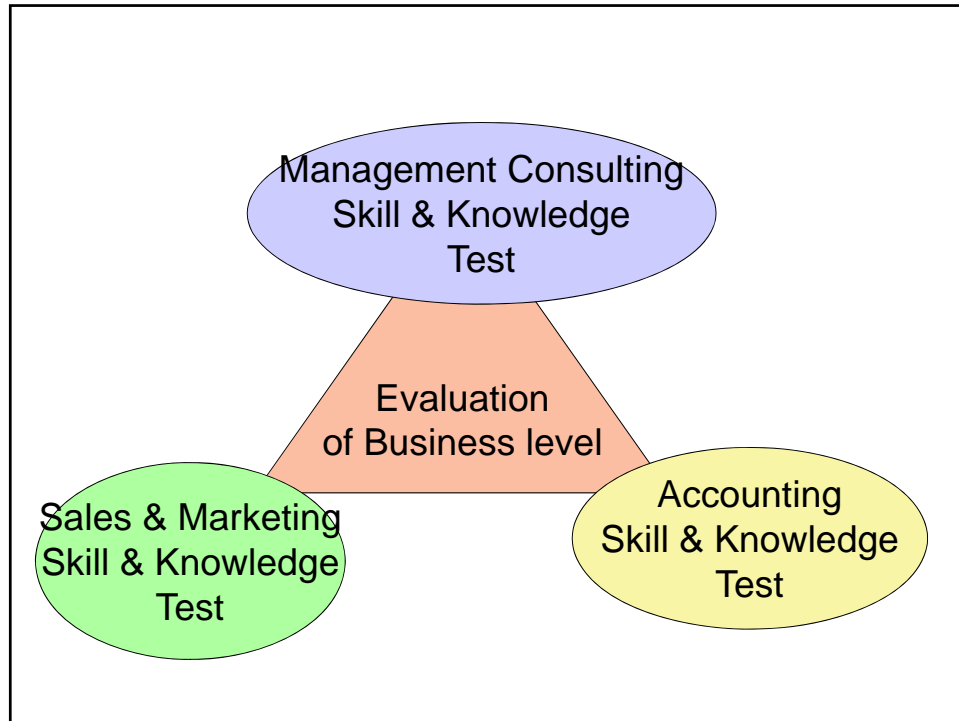
Asia Certified Bookkeeping Examination System

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An Example of Examination Questions for Certified Professional Salesperson

Items "A" to "E" below relate to consultative sales processes. Please match the numbered items below with the letters as appropriate, and record the results in the boxes at the bottom of the page.

- A) Waiting for customers
- B) Approaching customers
- C) Presenting merchandise
- D) Describing merchandise
- E) Collecting payment for a purchase

1. See off a customer with gratitude.
2. Keep three principles: be ready to be of use, allow customers to examine merchandise, and clearly demonstrate characteristics of merchandise.
3. Count each currency note in front of the customer's eyes, and remind the customers to check the amount of change.
4. Let the customer determine whether or not to purchase merchandise.
5. Approach customers by speaking out loud, using expressions such as "Welcome to our shop" or "Do you prefer red skirts?"
6. Present merchandise describing selling points or using telling phrases.
7. Be ready to sell on the floor and wait for the opportunity to approach a customer and say something.

<Answers: A: 7; B: 5; C: 2; D: 6; E: 3>

Japanese Certified Business Skill & Knowledge Examination System

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