

WHO WE ARE

**Our Story**

In 2002, when the e-commerce markets in Japan and around the world were still in their infancy, our company was established with the mission of supporting e-commerce businesses. At the time, many businesses exploring the potential of online retail faced significant challenges in terms of technology and operations. Through system development, marketing outsourcing, and consulting, we helped clients overcome these hurdles and take their first steps toward success.

As the e-commerce market grew and competition intensified, our role evolved. In addition to supporting business operations, we began offering advisory services to companies considering entry or investment in this business domain. By providing market analysis, risk assessment, and strategic decision-making support, we have enabled our clients to make informed choices and seize opportunities in the rapidly expanding e-commerce sector.

Through these efforts, we have consistently supported our clients in solving their challenges and driving their growth, celebrating their successes as our own. What has remained unchanged over the years is our commitment to the principle of "growing together with our clients." Guided by this belief, we will continue to expand our scope of support and strive to be a trusted partner leading the e-commerce market into the future.

WHAT WE DO

**Consulting Service**

At INFOMARKS, we bring over 20 years of experience and a proven track record of supporting more than 1,000 businesses. Our services are tailored to match the growth stage and scale of each client, ensuring optimal business operations and sustainable success.

**Comprehensive and Flexible Support**

We provide end-to-end support, covering everything from high-level business strategy to hands-on operational tasks. Whether you need a one-time consultation or a long-term partnership, our flexible contract options are designed to suit your specific needs. Leveraging our industry-leading network of experts, we ensure the most suitable specialists are brought in to address your challenges effectively.

**Accessible Consultation Services**

Our hourly rate system makes consultations straightforward and accessible, allowing businesses to seek expert advice without commitment. A free initial consultation is also available to help you get started with confidence.

**Data-Driven Operational Support**

Success in e-commerce requires more than just an attractive website or the latest marketing tools. It demands a strategy that understands unique customer characteristics, the competitive landscape, and the operational needs of your business. To support this, we offer data-driven operational solutions. Using access analytics and sales data, we implement the PDCA cycle (Plan-Do-Check-Act) to drive continuous improvement in areas such as order processing, shipping, and customer service. Our goal is to create systems that allow efficient operations even with a small team.

**Strategic Guidance for E-Commerce Growth**

Investments in technology and marketing are the two key pillars of e-commerce success. We help businesses make balanced and informed decisions that align with their growth stage and long-term objectives.

INFOMARKS' consulting services address these critical needs, offering hourly consultations, packaged spot support services, and ongoing guidance to empower businesses to achieve sustained growth in an increasingly competitive digital environment.

**E-commerce Platform and Website Development Service**

For over 20 years, we have experience in a wide variety of sizes and commercial products, from the launch of new E-Commerce websites to the renewal of large-scale sites with sales exceeding 100 million USD.

We have built e-commerce websites in all fields, including apparel, beauty and healthcare, food and beverage, sporting goods, general merchandise, consumer electronics, industrial parts, and tickets.

In the development of e-commerce platforms, we can be flexible, using cloud services such as Shopify and SaaS shopping cart systems with an emphasis on speed and cost, and we have a lot of experience in completely original development from the front end to the back end.

We also utilize near-shore and off-shore resources for system development, allowing you to choose according to your budget and scalability needs.

Furthermore, we support operations in a cloud environment utilizing AWS and provide operation monitoring and maintenance services. With our reliable support system, you can leave all operations and maintenance to us with peace of mind.

Investor Information

As of Dec/2024

Company Name	INFOMARKS Corporation
Address	2-19-15-609 Shibuya, Shibuya-ku, Tokyo 1500002 Japan
Amount of Capital	JPY18,000,000yen
President	President & CEO Hidekazu AMAI
Date of Incorporation	5/Feb/2002