

Part 4
The third stage of my life as business consultant
(10)
Shift from the Satellite office to SOHO
Up to date strategy with Internet & E-mail

It seemed that my plan of the satellite office in the mid city has done quite a good accomplishment. In the meantime, there came the age of internet and e-mail. This change of time made me think there is no more reason why I have to keep my office in the mid city with high cost and time for moving.

It was my cohabitant's offer that I have my office in our home from the beginning, but I had my own dream for having it in the mid city as mentioned before. It was the so called SOHO, small office-home office, up to the date combination of office-home structure, which brought about the cost cut with the client near the home later years.

It was June 1997 that I made the registration for moving the main office of the firm from the mid town to the home. In the following year of 2000, I brought into my work with the email system, and a year after of March 2001, I posted my own website. The tinny SOHO office thus turned to be an economical, modern and good looking office with a couple of computers.

I could say that those articles have brought about the discussion among the trucking industry business persons throughout the country.

It was the time of the so called the age of commodity price problem and distribution revolution. The logistic revolution was on its horizon. My belief was that the Owner-Operator System is the beginning of the revolution in the logistics. Therefore, I would like to write more about the system.

The publication of the two series of my articles seemed at first to be bringing about not that much of sensation among the readers. This, I thought, came from the Japanese non-assertive character and non discussion liking nationality.

It was not until a few months after the series were over that the voices gradually came out, positive or negative, especially from the Trucking Association and the Department of Transportation (Now the Department of Land and Transportation).

These voices, most of them negative, drove me later years to write against the negative opinions through the newspaper.