

A black and white photograph of the Tokyo Tower at night, illuminated with lights, standing prominently against a dark sky. The city lights of Tokyo are visible in the background, creating a vibrant urban scene. The tower's lattice structure is clearly visible, and its spire reaches towards the top of the frame.

**NEW** **FRAME KK**

# Business Overview

Recruiting – Business Consulting – Japan Market Entry  
& Incorporation Advisory – M&A Advisory

**NEW FRAME K.K.** C/O IN CONTROL

ROP 806, ARK HILLS FRONT TOWER, 23-1 AKASAKA 2-  
CHOME, MINATO-KU, TOKYO 107-0052 JAPAN



## WHY CHOOSE NEW FRAME K.K.?

New Frame K.K. is uniquely positioned to help Startups, Small & Medium-Sized Businesses, Achieve Their Goals Faster. Based in Tokyo, we cover Japan and APAC.

We offer: Recruitment Consulting, Business Consulting, Market Entry Advisory Services and M&A Advisory Services.

# NEW FRAME KK

## WHY CHOOSE NEW FRAME? WHY ARE WE DIFFERENT? WHAT TYPE OF CLIENTS?

### WHY ARE WE DIFFERENT?

NEW FRAME K.K. is different from traditional consulting companies. All consultants have a unique, specialized background that has exposed them to a variety of business situations and experiences that will not be found at larger consulting firms.

New Frame K.K. helps small to medium-sized business owners by drawing on over 40 years of experience operating in the Japanese market.

We have a large network of experts who guide our clients in best practices, but also offer honest and clear advice to help overcome any issues, or achieve any goals.

### ABOUT OUR CLIENTS - WHAT WE OFFER

Our focus is on market entry and small to medium sized private companies that are established in Japan, or wishing to be established. We have a background in HR and Human Capital industries, Advertising, IT, Legal and Consumer goods.

We can help you and your company grow, prosper, and be successful in Japan.



## BUILDING YOUR TEAM

Having the right people is essential to execute any business plan. New Frame K.K. specializes in recruiting mid-career to senior bilingual Japanese professionals in Tokyo for a diverse range of industries, with particular expertise in Information Technology.

Recruiting in Japan is time consuming, difficult, labor intestine and can be cost prohibitive. We focus on understanding your strategic goals before we start searching, saving your time and money.

Our recruiting focus is on Integrity, Efficiency and Transparency. We are motivated to make our clients' hiring easier, and more efficient.

# NEW FRAME KK

**WHY CHOOSE US?**  
**WHAT CAN WE DO FOR YOU?**  
**WHAT DO WE OFFER?**

### Clients:

Enterprise Software, Telecommunications,  
IT Consulting & System Integrators, Fintech,  
Adtech, Gaming, Automotive, Consumer.

### Candidate Focus:

Country Managers, Senior Sales Managers,  
Account Managers, Pre-Sales Engineers,  
Tech Support Engineers, Software  
Engineers, Marketing Specialists - Digital,  
BiLingual Back Office Support Staff, HR,  
Marketing Directors, CFO's.

- Over 40 years of combined experience in recruiting in Japan.
- Thousands of successful placements, satisfied clients and candidates.
- Client focused, providing insights and advice based on years of experience.
- We strive to protect personal and corporate privacy at all times, using modern technology to ensure data and legal compliance.



**WHY CHOOSE NEW FRAME K.K.?**

We are able to see your business from an impartial viewpoint, identify and eliminate critical weaknesses, and accelerate your business productivity and profitability.

Our Business Consulting Services cover the following areas, but can be adapted to your unique situation.

**NEW FRAME KK****WHY CHOOSE US?  
WHAT CAN WE DO FOR YOU?  
WHAT DO WE OFFER?****WHAT CAN WE DO FOR YOU?**

- Personal Wealth Optimization. "Monetizing the business".
- Financing, Budgeting and Cash Flow Management.
- Business Workflow Improvements - Including Tech / Software Suggestions.
- Culture: Mission, Vision, Values
- Sales - Getting more clients, Performance Management, Sales Training
- Marketing - Branding - Automated Lead Generation.
- HR - Internal Hiring, Termination, Dispute Resolution Legal Issues, Contracts, Risk Management.
- Growth Strategies/ Scaling the business 2-5 YR Planning.
- M&A Advisory - Preparing your business for sale (short or long term).
- More...

**ABOUT OUR CLIENTS - WHAT WE OFFER**

Based in Tokyo Japan, New Frame K.K. helps startups, small and medium-sized businesses achieve their goals faster. We work with Entrepreneurs, Business Owners, and Management Teams to help them start, grow, and sell profitable business enterprises in Japan and Asia.

**HOW DOES BUSINESS CONSULTING WORK?**

Analyzing business processes on paper isn't enough. We need to see them in action in order to make a conclusion about the process and company as a whole. We get to know your business intimately and study the small details. We look for inefficiencies in your system and seek ways to improve them.

**NEW FRAME KK****HOW DOES IT WORK?  
WHAT AREAS DO WE FOCUS ON?  
WHAT ARE THE BENEFITS?****WHAT ARE THE BENEFITS**

One of the biggest benefits of using New Frame K.K. is you get a "Fresh Pair of Eyes." You get the benefits of our strong business backgrounds, years of experience and importantly, you get the cost-saving of hiring consultants when compared to hiring a full-time employee. You also get independent, honest, and qualified advice.

**WHAT AREAS DO WE FOCUS ON?**

- Identifying corporate stakeholder wants and needs.
- Prioritizing goals and tasks.
- Identifying and eliminating bottlenecks, inefficient use of resources and time.
- Setting timelines and milestones for key strategic goals, holding managers accountable.
- Identifying areas where poor communication or lack of accountability affect productivity.
- Introducing skilled and reputable business professionals and industry experts to improve efficiency and compliance.
- Improve Technology applications and training.

# JAPAN MARKET ENTRY & INCORPORATION ADVISORY



## MARKET ENTRY ADVISORY

We offer Market Entry & Business Setup Advisory Services. This includes full process management and project delivery for corporations or individuals, entering and establishing a company in Japan. We ensure that your company is set up and incorporated according to Japanese laws and customs.

# NEW FRAME KK

## MARKET ENTRY BUSINESS INCORPORATION REPRESENTATIVE DIRECTOR

## REPRESENTATIVE DIRECTOR ADVISORY

To fully establish a new company in Japan and open a corporate bank account, a local Representative Director is needed. We act as your legal Representative Director until you hire someone, and we open all necessary banking, finance, and office services. We can also assess and provide suitable Representative Director candidates to take over our positions when necessary.

## BUSINESS INCORPORATION ADVISORY

Our Business Incorporation Advisory covers all necessary market entry & new business incorporation requirements, for any person or company wanting to set up in Japan.

Our Business Advisory Services ensure your company is legally established and has a strong foundation for growth.

We provide consulting on:

- Company Type and Set-up Options.
- Initial Tax Filing and Accounting.
- Recruiting & Human Capital Advisory.
- Real Estate & Office Advisory.
- Legal and Labour Law Advisory.
- Translation and Localization Consulting.
- Professional Association Consulting.





## MERGERS & AQUISITIONS (M&A)

We work with Entrepreneurs, Business Owners, and Management Teams to help them start, grow, and sell profitable business enterprises in Japan and Asia.

We act as a broker between corporate buyers and sellers, ensuring a smooth negotiation and ownership transfer.

# NEW FRAME KK

## M&A ADVISORY SERVICES SELL-SIDE CONSULTING BUY-SIDE CONSULTING

### BUY-SIDE ADVISORY

For international companies wishing to expand into Japan, buying a local company offers extended advantages. For buyers, we identify suitable takeover candidates that match their industry and corporate criteria, and we pre-screen and assess these companies before introducing them. Our network is very strong in Recruitment, HR, IT, Digital and Consulting industries.

### SELL-SIDE ADVISORY

Our Sell-side advisory helps business owners prepare for and position their company to be sold at a premium and fair price. We help business owners find buyers, negotiate the deals, and navigate the legal and employee issues that will arise. Our experience selling companies in Japan ensures there will be no hidden surprises.

We provide consulting on:

- Preparing your Business for Sale.
- Strategy & Planning.
- Investment & Financing.
- Operations & Process Consulting.
- Team Building.
- Scaling & Accelerating Growth.
- Branding & Positioning.

# Curtis Mackenzie

## Founder & Managing Director

Originally from Vancouver, Canada. Curtis is the Founder and Managing Director of New Frame K.K. Currently residing in Tokyo Japan, he has been living and working in Asia for over 20 years, most recently founding, building and selling a successful IT recruitment firm in 2018. Expertise includes Startup Ventures, Business Consulting, Sales & Marketing, Human Resources, Team Building, Market Entry, Directorship, Negotiation & Dispute Resolution, Financing, M&A. Extensive Japan & Asia network in the Human Capital, Recruitment and Technology Industries.

### Previous Positions:

Founder & Managing Director – Vision Consulting Services K.K. (2006–2018)  
Co Founder – Tokyo Executives LLC (2010–2019)

### Education:

BBA Business Administration (HRM) –Simon Fraser University, B.C. Canada

# Chris Ellis

## Senior Partner

Chris has a fascination for business development and assisting new companies to succeed and hire the right staff in Japan. Most recently he worked as an Advisory professional for a leading Tokyo-based Business Advisory firm. He was the CEO and co-founder of The Refined Group, a boutique recruiting firm in Tokyo, and has worked as a business consultant and executive search professional since 2005. He is focused on Consumer Goods, Online and Digital Marketing and IT related positions and has a passion for blockchain technology and recruiting.

### Previous Positions:

Director of Business Development – June Advisors Group (Law firm) (2016 – 2020)  
Founder & CEO – The Refined Group K.K. (2010–2016)

### Education:

Bachelor of Psychology, Masters of Marketing  
Monash University, Melbourne Australia



**PROVIDING PROFESSIONAL  
AND HONEST BUSINESS  
CONSULTING ADVICE**



Email: [curtismackenzie@newframe.jp](mailto:curtismackenzie@newframe.jp)

Phone: 080-6598-3334

Email: [chris.ellis@newframe.jp](mailto:chris.ellis@newframe.jp)

Phone: 090-5562-7741

Corporate Address: New Frame K.K. C/O In Control  
RoP 806, Ark Hills Front Tower, 23-1 Akasaka 2-Chome, Minato-Ku, Tokyo 107-0052 JAPAN  
Email: [info@newframe.jp](mailto:info@newframe.jp) Website: [www.newframe.jp](http://www.newframe.jp)