

Table 1 Japanese SME Statistics (Small Medium Enterprises Agency, 2017)

	Number of enterprises	Number of enterprises	Value added (only corporations)		Sales (only corporations)
			Manufacturing	Non-manufacturing	
Large enterprises	0.011 Mil (0.3%)	13.97 Mil	45.1 Tril Yen	80.0 Tril Yen	764.9 Tril Yen
SMEs	Medium enterprises	0.510 Mil (13.2%)	26.2 Tril Yen	121.0 Tril Yen	609.6 Tril Yen
	Small enterprises	3.343 Mil (86.5%)			

Table 2 Outline of interviewees

Interviewee	Company size	Industry Classification	Established	Employee number	HQ location
1	Micro	Spinning	1990s	Less than 10	Fukuoka Pref.
2	Micro	Jewellery	1990s	Less than 10	Mie Pref.
3	Micro	Appliances manufacturing	1990s	Less than 10	Kanagawa Pref.
4	Micro	Jewellery	1980s	Less than 10	Tokyo
5	Micro	Music instruments	1980s	Less than 10	Shizuoka Pref.
6	Micro	Food production	1960s	Less than 10	Ibaraki Pref.
7	Micro	Stationary	1960s	Less than 10	Tokyo
8	Micro	Umbrella	1950s	Less than 10	Tokyo
9	Micro	Furniture	1950s	Less than 10	Fukuoka Pref.
10	Micro	Machinery manufacturing	1940s	Less than 10	Osaka Pref.
11	Micro	Clothing	1800s	Less than 10	Aichi Pref.
12	Small	Food production	2000s	10-29	Kyoto Pref.
13	Small	Furniture	2000s	30-49	Kyoto Pref.
14	Small	Food production	1990s	10-29	Osaka Pref.
15	Small	Furniture	1950s	10-29	Fukuoka Pref.
16	Small	Machinery manufacturing	1950s	30-49	Kyoto Pref.
17	Small	Clothing	1950s	10-29	Fukuoka Pref.
18	Small	Food production	1950s	10-29	Tokyo
19	Small	Paper	1920s	30-49	Okayama Pref.
20	Small	Clothing	1910s	10-29	Tokyo
21	Small	Food production	1850s	10-29	Ibaraki Pref.
22	Medium	Appliances manufacturing	1970s	50-99	Nagano Pref.
23	Medium	Food production	1950s	100-299	Fukuoka Pref.
24	Medium	Food production	1850s	100-299	Kagoshima Pref.

Table 3 Words frequently used by all firms

Word	Length	Count	Weighted Percentage (%)	Similar Words
sector	6	31	2.16	sector, sectors
social	6	23	1.60	social
innovation	10	22	1.53	innovate, innovating, innovation, innovation', innovative, innovative', innovativeness
compete	7	19	1.32	compete, competing
society	7	18	1.26	society
tradition	9	18	1.26	tradition, traditional
new	3	16	1.12	new
support	7	16	1.12	support, supporting, supportive
risk	4	15	1.05	risk, 'risk
actor	5	14	0.98	actor, actors
long	4	14	0.98	long
learn	5	13	0.91	learn, learning
community	9	12	0.84	community
competitors	11	12	0.84	competitors
embedded	8	12	0.84	embedded
follow	6	12	0.84	follow, following
producing	9	12	0.84	produce, producing
whole	5	12	0.84	whole
boat	4	11	0.77	boat
challenge	9	11	0.77	challenge, challenged, challenges
company	7	11	0.77	companies, company
continuously	12	11	0.77	continue, continuous, continuously
enhance	7	11	0.77	enhance
fabric	6	11	0.77	fabric
industry	8	11	0.77	industrial, industry
market	6	11	0.77	market
pro	3	10	0.70	pro, 'pro
active	6	10	0.70	active, activeness'
collaboration	13	10	0.70	collaborate, collaboration
consumers'	10	10	0.70	consumed, consumers, consumers'
line	4	10	0.70	line
one	3	10	0.70	one
opportunities	13	10	0.70	opportunities
without	7	10	0.70	without
world	5	10	0.70	world
ted ratio of the top 35 words)			32.79	

Table 4. Words frequently used by micro-firms and small/medium firms

Word	Length	Count	Weighted Percentage (%)	Similar Words
sector	6	11	1.66	sector, sectors
company	7	10	1.51	companies, company
innovation	10	10	1.51	innovate, innovating, innovation, innovation', innovative, innovative', innovativeness
social	6	10	1.51	social
tradition	9	10	1.51	tradition, traditional
new	3	9	1.36	new
learn	5	8	1.20	learn, learning
long	4	8	1.20	long
producing	9	7	1.05	produce, producing
support	7	7	1.05	support, supporting, supportive
time	4	7	1.05	time
risk	4	6	0.90	risk, 'risk
compete	7	6	0.90	compete, competing
consumers'	10	6	0.90	consumed, consumers, consumers'
continue	8	6	0.90	continue, continuous, continuously
culture	7	6	0.90	culture, cultures
different	9	6	0.90	different
embedded	8	6	0.90	embedded
following	9	6	0.90	follow, following
industry	8	6	0.90	industrial, industry
market	6	6	0.90	market
one	3	6	0.90	one
society	7	6	0.90	society
actors	6	5	0.75	actor, actors
community	9	5	0.75	community
competitors	11	5	0.75	competitors
creating	8	5	0.75	create, creating
japanese	8	5	0.75	japanese
line	4	5	0.75	line
needs	5	5	0.75	need, needs
required	8	5	0.75	required, requirements
want	4	5	0.75	want, wanted
achieved	8	4	0.60	achieve, achieved
challenge	9	4	0.60	challenge, challenges
enhance	7	4	0.60	enhance
(Accumulated ratio of the top 35 words)			33.96	