There is not a clear definition of personal import, but in general, it is regarded as a direct purchase of foreign goods from overseas mail order companies, retailers, manufacturers and others by an individual for the purpose of personal use.

Forms of personal import are:
1. An importer himself/herself places orders to foreign mail order companies, retailers or manufactures and imports directly from them.
2. An importer places orders to an import agent and imports goods via the agent.

Means of transportation are:
1. Use of international postal service;
2. Use of international courier service; and
3. Use of surface mail or airmail as a general cargo.

In any case, since personal import is direct trade with foreign countries, please be fully aware of the risks involved; for instance, you need to deal with shopping problems, such as the wrong size ordered or damage, etc.
Also, please make sure that there are no import prohibited articles.
Customs Declaration Flowchart of Courier Cargo Service

Importer

Acceptance

Overseas order/cash transfer

Customs

Import declaration

Tax payment (Charges forward of the customs duty)

Import permit

Courier cargo service agency

Hozei area

Courier Cargo Service

Transport

Surface or Air

Delivery

Acceptance of cargoes

Customs duty payment by exchange for cargos or bank transfer