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Nanhua University Bachelor Program of International Business



TEAM

CHYUN YI

投期學上課
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EXTERNAL



- Opportunities**
1. A new international market
 2. Strategic partnership with other brands
 3. New environmental policy
 4. New customers from online channel
 5. Technology development
 6. strong relationship with suppliers
 7. Household income is fairly high and so the consumers spending

- Threats**
1. Continuous fluctuations and changing U.S government regulations
 2. Threats from competitors that offer similar products range
 3. The exchange rate has been devalued.
 4. There is a threat entrants coming in market

