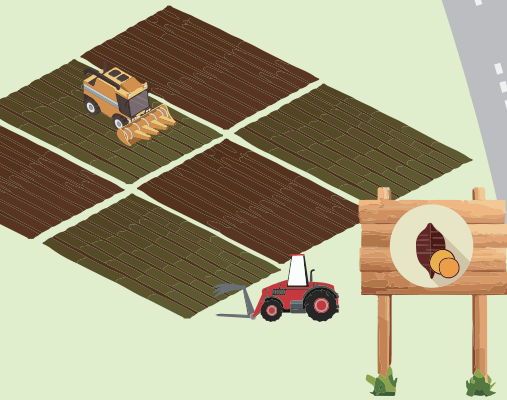


2018 GLOBAL IMMERSION COURSES



- Produces superior quality sweet potatoes
- Easily interact with their customer and provide a lot of relevant information about themselves

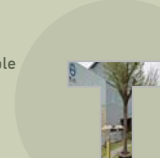


- Product diversification lead to high costs
- Company size is too small to compete with global companies



- Distance between China and Taiwan (very close)
- Large consumer market
- Fast growing economy
- Enlarged the number of middle class
- Rapidly emerging markets segments

- Special species and authentic technology
- Emerging market for sweet potatoes products
- Distance between Japan and Taiwan (very close)
- Totally opposite season with Taiwan
- Prestigious Country of Origin



- Exchange rate and big and diverse market
- Takes time and investment to have a profitable market position
- Unstable political relationship
- High chance of technology hacked

- Exchange rate
- Global competition.
- Low profitability.
- Supply chain disruption due to food safety issues.

Short-term Actions

- Establish new plantation in Japan.
- Eliminate seasonal influence and quality management.
- Explore and trial new Japanese sweet potatoes species.
- Integrate Taiwan and Japan farming technology.
- Build close-knit relationship with Japanese farmers and government.

Long-term Actions



Raise the value of sweet potatoes products by packaging, branding and marketing.



Conduct intensive marketing activities in China and India to make K.K. Orchard more familiar with locals and tourists.



Find new high-class distribution channels such as international airport, duty-free stores, malls and trade centers.