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EXTEND PRODUCTION TO JAPAN

Advantages

- Existing partnership
- Strong knowledge of market and competitors
- Technology and knowledge safety
- New available field at cheaper price
- Free from sweet potatoes pests
- Government incentives

Challenges

- Exigent standards
- High price and quality expectancy

SELL PRODUCTS TO CHINA

Opportunities

- Huge demand for sweet potatoes
- Superior quality of K.K.Orchard

Threats

- China: major sweet potato producer
- Rivalry

Location

- Concerning about the transportation fees
- Provinces along the coast

Customer

- Needs for healthy food
- Western style preference

Positioning

- Higher quality products
- Higher price

Distribution Channels

