**Why should we enter Australia?**

As Australia is a big market which has a strong and stable economy. Along with the market which has a huge meat consumption Maple leaf should go in Australia with the joint venture as this will really expand their business. Australia provides the company with a market which has a potential for huge growth. along with that Australia and New Zealand share the same and regulation which allows the expansion of company into the New Zealand market. The Australia being a very open market which actively help in promoting business. A new business is being introduced it will provide employment and helps in boasting the employment