Overview (aqsa) 1 min

History (aqsa) 3 min

-strategies and sales chart

Current and future ( jingjing) 3 min

-strategies and predictions

Analysis (ying) 5 min

-SWOT/five forces/competitive analysis/stakeholder analysis

1-growth strategy (hedieh) 3 min

-store expansion strategy

- diversification

-inventions

-penetration

2-cultural and political issues in foreign countries (gino) 2 min

3-operating cost/high price/make higher quality/co-branding/profitablity (hedieh) 1 min

4-lack of internal focus/leadership strategy (ye) 2 min

5-higher customer loyalty and supplier loyalty/promotions,deals,coupons (gino) 2 min

6-low advertising/marketing strategy (ye) 2 min

Summary(jingjing) 1 min