

Global Immersion Course II Spring 2018



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Which market should K.K.Orchard enter and what strategy should be used?

Internal analysis of K.K. Orchard



Strength

- Vertical integration
- Product diversity
- Confirmed contract
- Product innovation



Weakness

- Small market scale
- Limitation of season
- Inexperience of international investment

Entry mode

- Pick the right partner
- Establish clear objectives
- Bridge cultural gaps



Application

Market selection



Japan



Pro's

Among the best road infrastructure in Asia and High quality of ports → allows for export to e.g. China and S.K.
Able to buy the land
Stable high performing economy → able to pay premium price for sweet potatoes

Con's

- Farmland is strongly regulated by the government → High transaction costs
- Relatively expensive labour costs for employees in the agricultural sector

Target



Product



Distribution



PESTEL analysis (Japan)



Communication plan



- Instagram and Facebook pages
- Recipes review
- Influencers
- Short videos
- More product knowledge