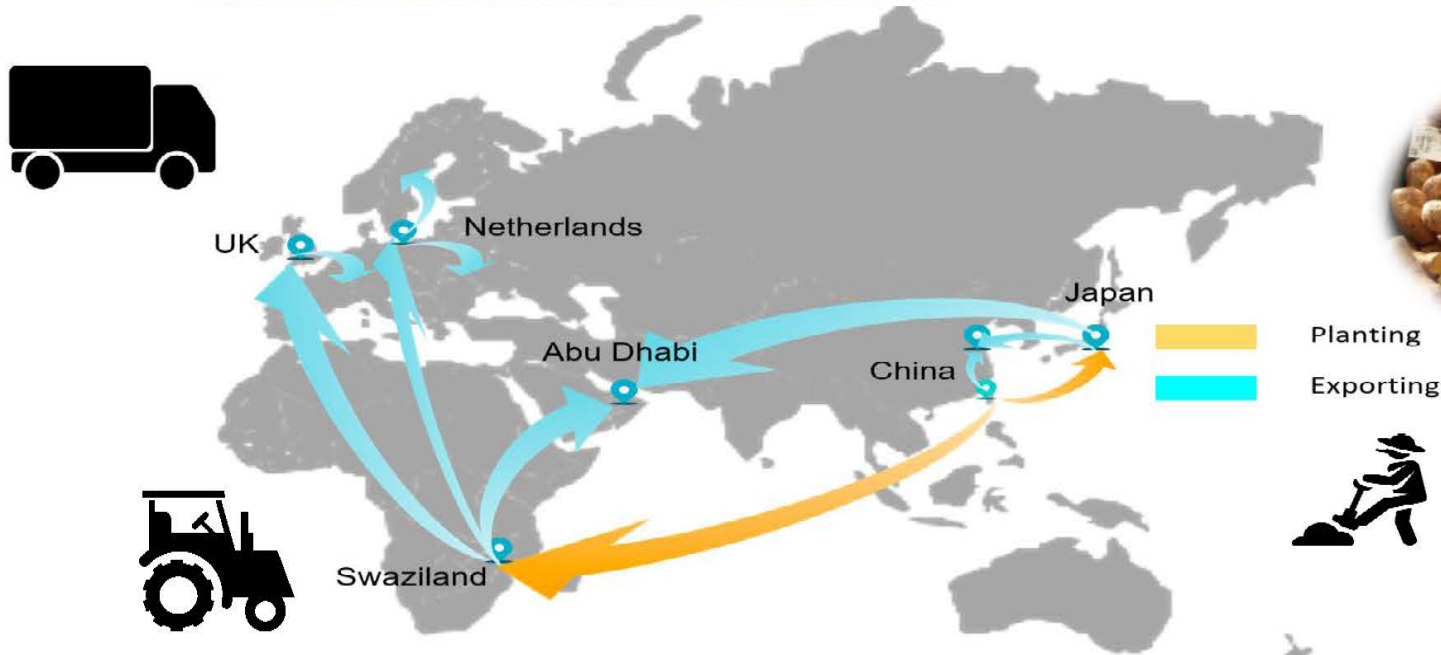




Group 1

Hugo Diradourian · Marianne Dubois
Bintou Samoura · Yvette Hsieh · Mars Tsai

Strategy for K.K.Orchard



- Cooperate with Japan for Planting Sweet Potato(in East Aisa)
- Export to China Family Mart & Alibaba -Family Mart in China
- Import to Japan Market + Atihad Airway

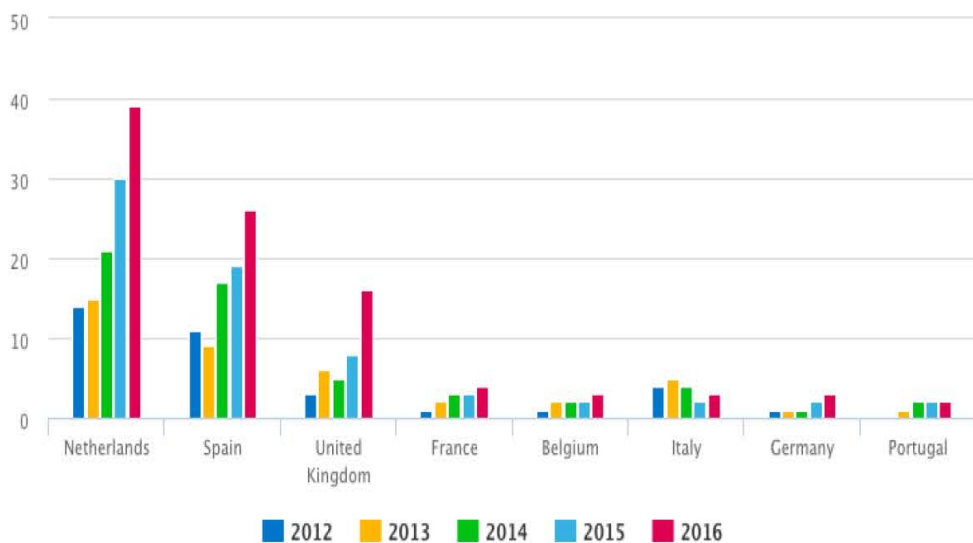


Planting sweet Potato in Swaziland

- Diplomatic Relationship.
- 27% Sales Tax becomes 10% Sale Tax in first 10 years.
- Comprehensive Africa Agriculture Development Programme, CAADP- 10% of annual government budget for agriculture.
- Cotonou association, no tax to export to EU.

Demand of Sweet Potato

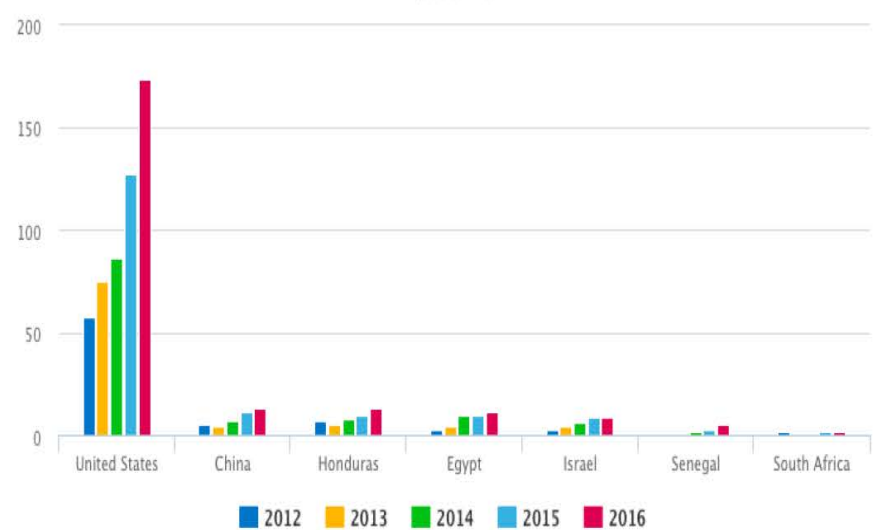
in 1,000 tonnes



Source: ITC Trademap

Global Exporters to Europe

in 1,000 tonnes



Source: Market Access Database