

EXPORT STRATEGY

QI LIN s3313667

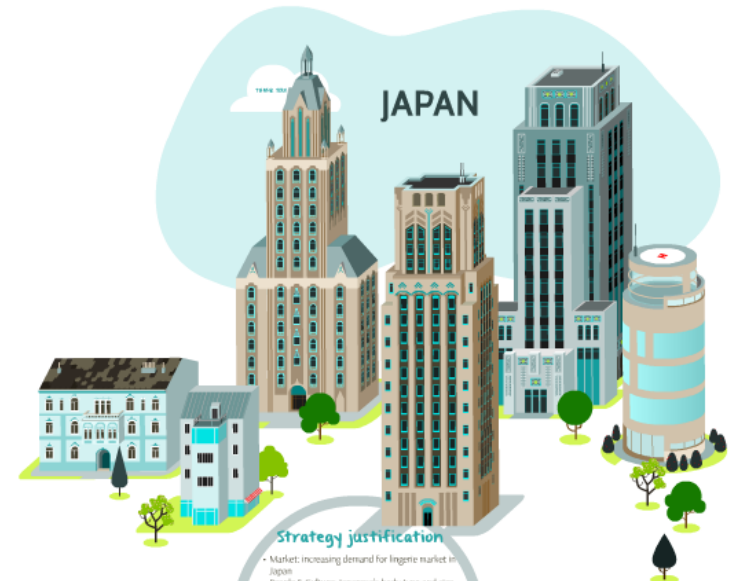
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Strategy justification

- Market: increasing demand for lingerie market in Japan
- People & Culture: Japanese's body type and size, esthetic standard and culture are similar to Chinese
- Product: develop the new product range and collection to fit in Japan
- Supply Chain: set one more office and manufacturing in Jiangsu Province
- Sales and distribution: comprehensive and efficient strategy, achievable timeline, online & offline
- Trade regulation: over their barrier time by time, decreasing Japan's yen



Trade Regulation: Government restricts imports and domestic economy



Sales and Distribution

Marketing and positioning



Product sourcing and manufacture

Key competitors

Barriers

Opportunities



Characteristics and conditions

Japan is in the forefront of the world's trade, import and exports country and occupies an important share in the trade of the world. However, Japan does not have a competitive advantage in labor-intensive industries such as textiles.

In 2016, the trade volume between China and Japan reached 25.43 trillion yen. Nowadays, China becomes one of the most important trade countries of Japan, which will benefit to the expansion of our brand.

Characteristics and conditions

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Opportunities



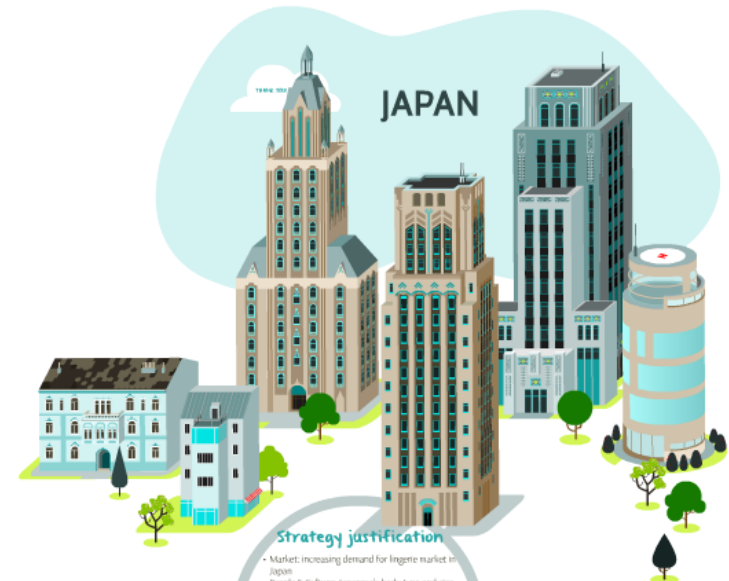
- The demand of lingerie in Japan is increasing; the local lingerie industry cannot meet the requirement of the Japan underwear market, which give rise to Cinderella Magic expand in Japan quickly.
- Statistics show that there are 65.42 million women in Japan, about 43.5 million people belongs to the appropriate age population to wear a bra and the bra annual consumption capacity is more than 60 million units, and the annual sales revenue is about 15 billion yen.



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Trade Regulation: Government issues 1 license and business license



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