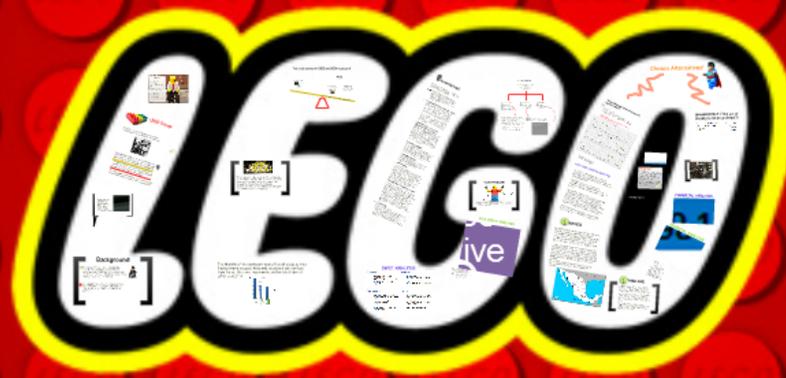


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OUTLINE

1. LEGO Group
2. Background
3. What was the new plan?
4. Main Problem
5. Five Force Analysis
6. SWOT Analysis
7. Alternatives
8. Conclusions



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LEGO Group

LEGO GROUP is a Denmark toy company founded in 1932 by Ole Kirk Christiansen.

