

Business Card Advance Report Sample No.01



Company Name A Company Name
Place Tokyo, Osaka
Website http://xxx.xx.xxx

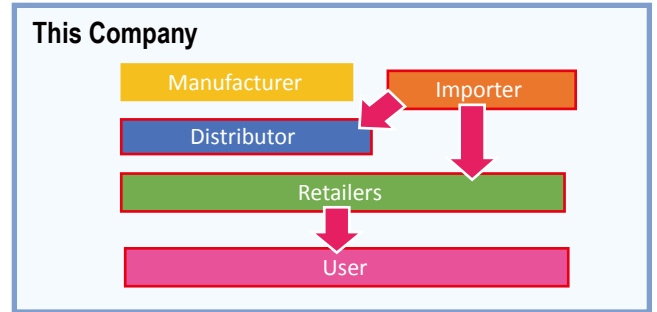
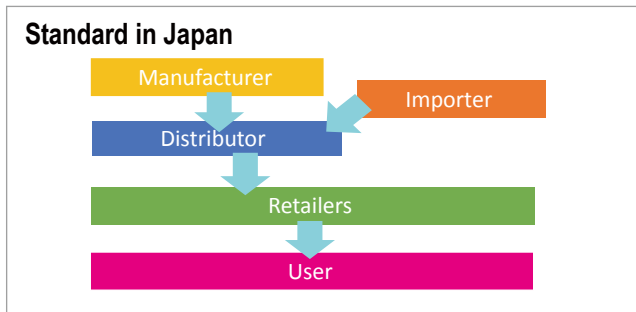
① Integrated Judgment

→ It shows that how the company will be for your target through below subjects.



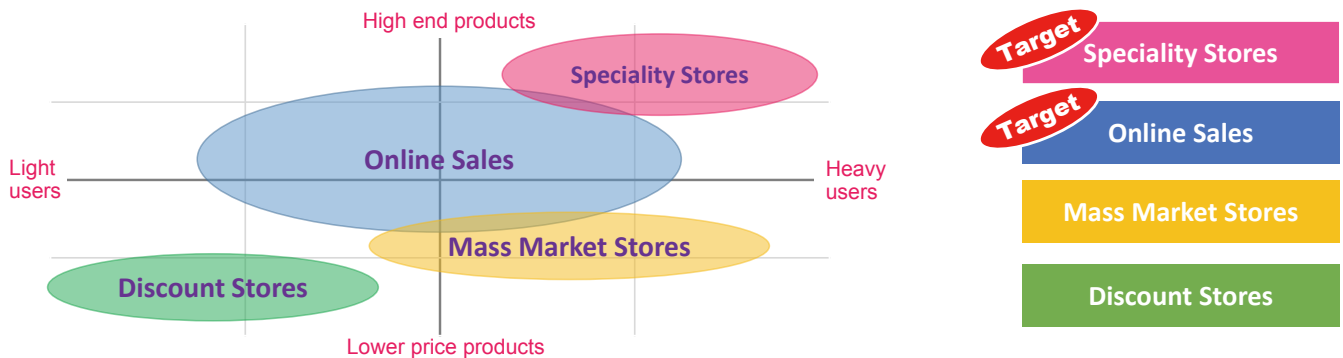
② Market Position

→ It shows that where the company position in the market distribution according to Japanese standard system.



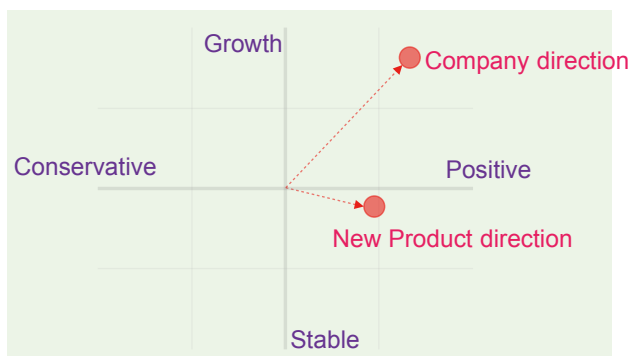
③ Market Segmentation

→ In Japan, there are four different segmentation such as speciality market, online market, mass market, and discount market. It shows that which market the company will supply and be strong among four market.



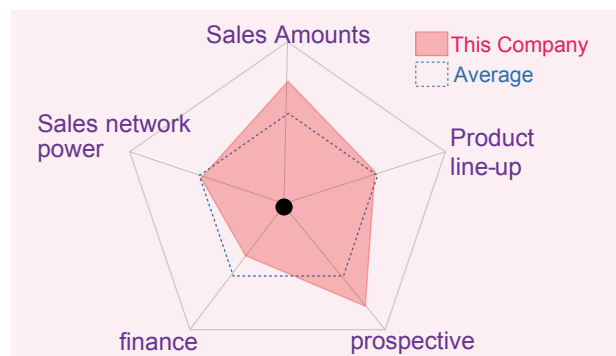
④ Concept

→ It shows that the company directions as itself and new products in the chart.



⑤ Comparison on same category

→ It shows that the company would be on the chart compared with other companies on the same category.



⑥ SWOT

→ It shows that where the company position in the market distribution according to Japanese standard system.

<p>Strength</p> <ul style="list-style-type: none"> • Strong network to very high end stores 	<p>Weakness</p> <ul style="list-style-type: none"> • History of the company is still young
<p>Opportunities</p> <ul style="list-style-type: none"> • Big possibility to make strong brand in the market 	<p>Threats</p> <ul style="list-style-type: none"> • Financing concerns when business would be bigger for short terms