

Client : Sister Wei

Project : DoIT, MOEA – Commerce Service Industry

Internationalization Operation Model Innovation Research and
Application Project

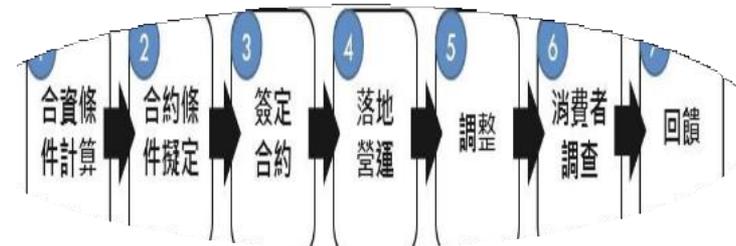
Problem

In the process of overseas internationalization, Taiwanese companies mostly choose the mode of authorization to reduce investment risks. For joint venture, there is no standard to follow. Cross-border joint ventures have a higher rate of return on investment, but the risk is relatively high.

Solution

1. Provide overseas joint venture rights and obligations establishment, import and export regulations investigations, consumer surveys, and profit model calculations.
2. Internationally authorized valuation methods, reduced risk of entering the market, and ensured entry will provide them with a sustainable competitive advantage

Business Model Innovation Research Division



Result

1. In July 2015, it opened its first store in the IMM shopping mall in Singapore.
2. There are about 200 person-times on weekdays and about 300 person-times on holidays. the annual turnover is about 8 million NTD.
3. In 2015, the export of products was more than 1 ton per month, and the export value increased by 2.4 million NTD annually.
4. In 2016-2017, 2 stores have been opened