

# Market Opportunity & Positioning



**Feasibility**

Technology Status : **Proven**

Market Status : **Market Test**

# SWOT Analysis

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## Strength

- Trust & Research support
- Antimicrobial
- Flexible size

## Weakness

- Smell
- Product image

## Opportunity

- Market expansion
- Variety of product
- Additional accessory

## Threat

- Market perception
- Market segment & price

# Innovation Status & Strategy

## Success Rate

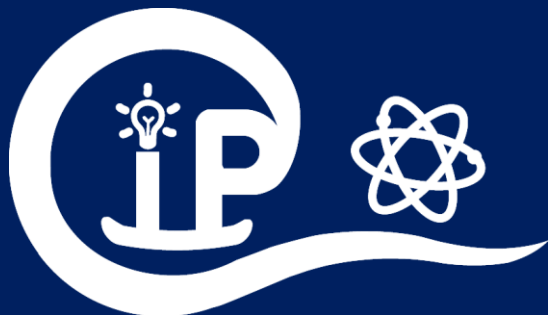
- Research 10 %
- Development & Upscale 10 %
- Business Strategy 10 %

**Innovation Status :  $10\% \times 10\% \times 10\% = 0.1\%$**



# Business Propose

HIP Team Provide	Who's propose	How to propose
<ul style="list-style-type: none"><li>➤ Research &amp; Development</li><li>➤ Technology for Production</li><li>➤ Business Strategy Consultant</li></ul>	<ul style="list-style-type: none"><li>➤ Manufacturer</li><li>➤ Brand Promoter</li><li>➤ SME (Interest on Aging market / Sport market)</li></ul>	<p>Apply</p> <ul style="list-style-type: none"><li>- Your Profile</li><li>- Product Portfolio</li></ul> <p>↓</p> <p>Propose your plan &amp; Negotiation</p> <p>↓</p> <p>Planning &amp; Acting</p>



**IP Commerce Co.,Ltd.**

**THANK YOU**

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