

# The main strategies facing the company

Business



2. Managing Global Trends: Global inflation rates are trending upwards, impacting commodity pricing and reducing profit as increased costs for transport, material, and labor are passed along the value chain. We are also seeing higher foreign exchange volatility, which could erode the value of our overseas investments and threatens our expansion plans. Of particular concern is the credit crunch originating in the USA, where the fall-out from the collapse of the sub-prime housing market has projected downward pressure on consumer spending. Recent reports indicate that the market for luxury goods and services will be hard hit as a consequence.

3. Moving Forwards: We foresee focusing on regions and countries which will weather the expected global economic depression well. Within such regions as Asia- particularly China and India where strong growth is expected - we will concentrate on high net-worth clients who are self-aware and focused on a healthy lifestyle. We anticipate that this will result in greater demand for our branded massage chair and exercise devices. Our distribution network will be remodeled to reflect this, with a review of the environmental and product safety laws of each country being a key part of each country's/region's feasibility study.