

## Analysis of body shop international PLC in strategy development and implementation within international market area

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### Abstrak

The way Body Shop International PLC (BSI) develops itself is rally amazing. In the world of international business surrounded by strong competition, BSI still able to struggle and maintain its position as a company that will always concern of environment protection. This article will discuss and evaluate the way BSI's strenghts in gaining competitive advantage along with its weaknesses and the way it handles the external threat. Lastly this article also provides some good recomendation strategies which would be carrying great weight for company in ten years ahead.