**Leo’s fan club**

Good start – things are much better

si-lent

First [pause]

Note thought introduction does not mean much – choose an more meaningful phrase

A little in China / We have about 20 stores in China

Product of 50 Lan – good headline- words (few) good

Pictures are not a fit, though, to what you are saying here

SWOT – this is a summary – No – just head into strengths

Strengths – animate animate – words are great

Weakness there are two points (three)

I’m hearing these signals – there are two points – good :)

Finally – Threats – you can use that structure for SWOT and then numbers for each part within the SWOT

50Lan v competitors – summary problem again – break it out don’t give this summary

Animate

branched – branches

In this comparison with competitors – you could start with others and then show how 50 Lan is strong (by and large)

va-riety