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**KEYWORDS**

-  INTERNALISATION
-  REBRANDING
-  INNOVATION

**SUMMARY**

The appropriate strategy for Uniqlo was developed and can be discovered that combining online and offline marketing and co-branding with other companies to expand the more adaptable globalisation, which will allow Uniqlo to have greater influence in the international market so that gains a durable competitive edge. The proposed plan could enable Uniqlo to capitalise on a variety of assets while providing adequate support for an ambitious future.