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Sunshine Fruit Juices has a large number of employees as well as a working factory which will be very effective in bringing in profit to use for any changes that may be made to the business to attempt to increase its performance as well as reputation that has occurred.

One way in which the business could increase employee wages is through the use of job cuts so that with these employees fired their wages can go to other employees which would settle the demand for higher wages as well as maybe ~~save~~ ~~the~~ save the industrial disputes. ~~One~~ A way to fire these employees without it being too cost effective for the business could be through the modernisation of the business by replacing workers with cost efficient machines which will not only save money but also could improve the businesses productivity.

The product being damaged as well as them being wrongly labelled is a major issue that reflects poorly on the reputation of the business. ~~and of global expansion~~ which could lead to less consumers in these overseas market. The use of a new label and different advertisement could allow the business to keep their customers as well as their reputation in their overseas market, this would require a fair amount of financing but could lead to profitability in the long run.

A SWOT analysis could be used to find the areas that need targeting as well as assess the businesses strengths and opportunities. The businesses strengths include its large work force and factory as well as already established global expansion. Its weaknesses include its damaged products, wage demands, industrial disputes and recent workplace accidents. The opportunities it has is the global market that it is already engaged and established with and its

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Threats include overseas businesses stealing their customers due to a few mistakes leading to a bad reputation.

These recent workplace accidents can be solved by keeping up with OHS safety standards as well as making employees an OHS meeting to allow them to be more safe in the workplace to avoid these recent workplace accidents.

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