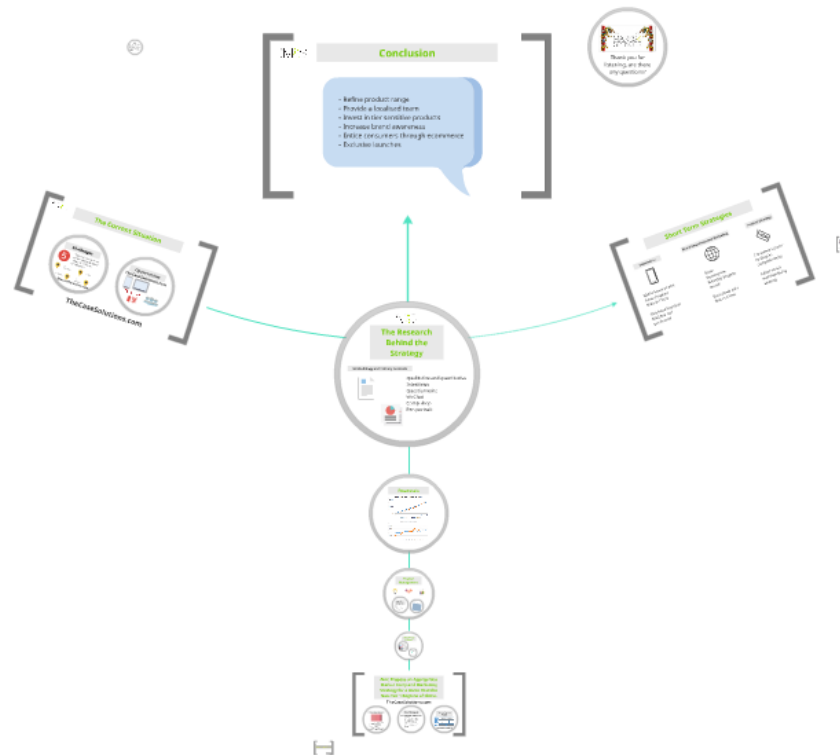


# YOUR M&S

Group 7 - Sophia Colkett, Hannah Crump, Emily Peopall, Gemma McGovern and Camilla Rattigan



## Fashion Retail Business Development in the Chinese Market

# PLBsearch: Growing with LinkedIn

# Aim: Propose an Appropriate Market Entry and Marketing Strategy for a Given Brand in Non-Tier 1 Regions of China.

TheCaseSolutions.com

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## Considerations



- Importance of understanding the Chinese consumer
  - Difference between home market and China
  - Penetration of market to date
- TheCaseSolutions.com**

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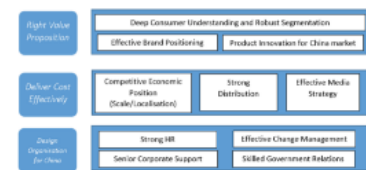
## New Strategies

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- Five year plan
- Ecommerce and marketing
- Brand awareness
- Growth and localisation
- Challenges and opportunities
- Appropriate expansion strategy

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## Chinese Success Model



Busselman et al 2012

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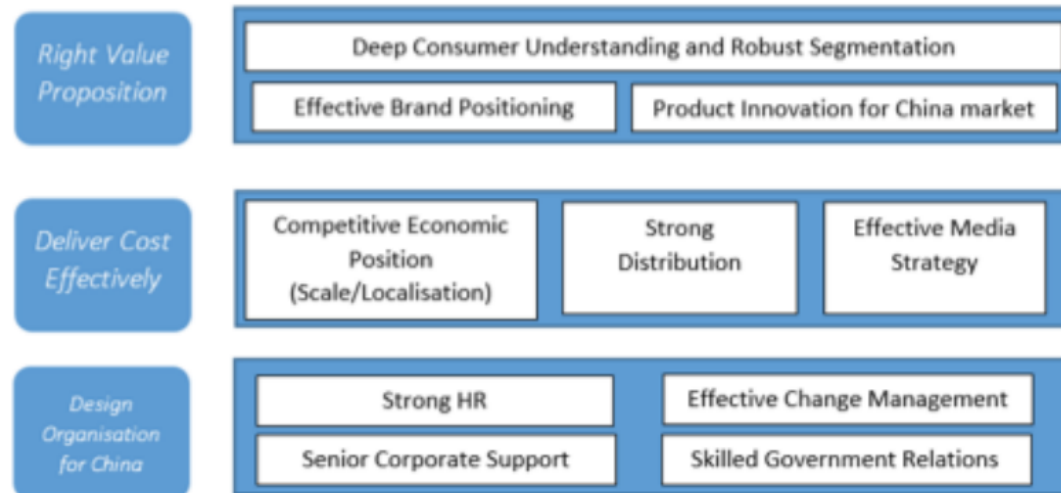
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# Chinese Success Model



Busselman *et al* 2012

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## The Current Situation



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## Challenges

5

Closure of five stores in greater Shanghai to best align with strategic growth plans



2 in  
Chengzhou



1 in Wuxi

1 in Jiading



1 in  
Wenzhou

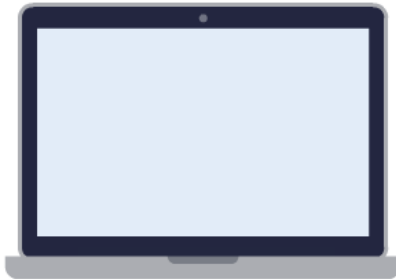


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