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Patagonia: Encouraging Customers to Buy Used Clothing (A)



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"In the West , there is such a premium on getting things done quickly, but when you come to work in China, you need to work on listening and being more patient and understanding of local ways of doing business."

by an American business man

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Structure

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- *Appropriate Behaviour and Manners*
- *Communication in China*
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General Information about China

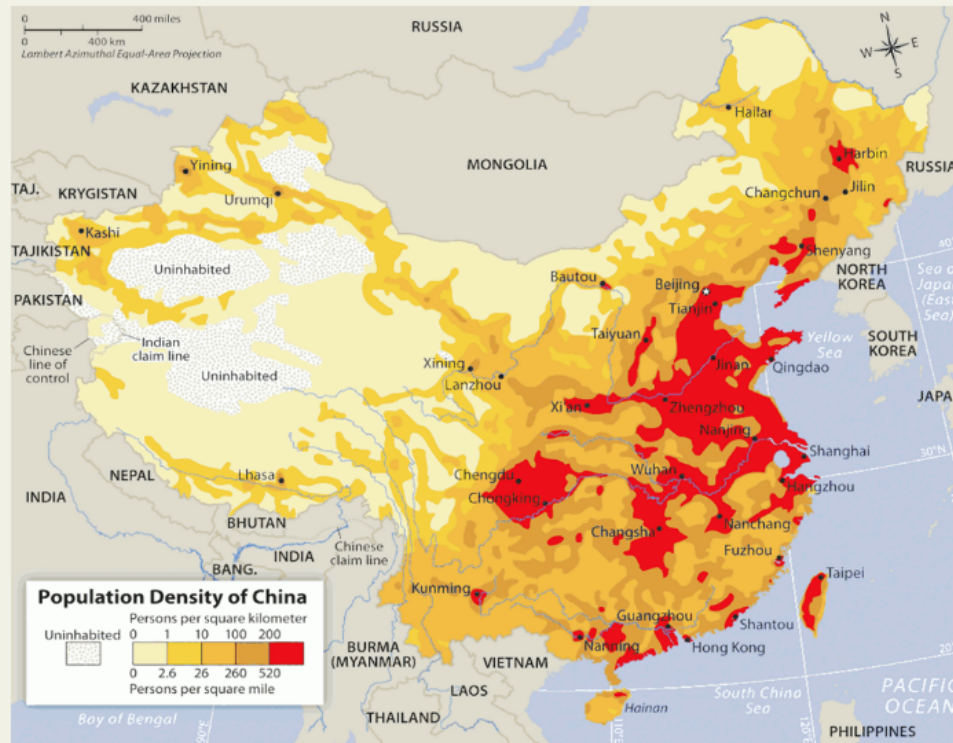
- known as Republic of China
- with about 1.3 billion inhabitants
- multinational country



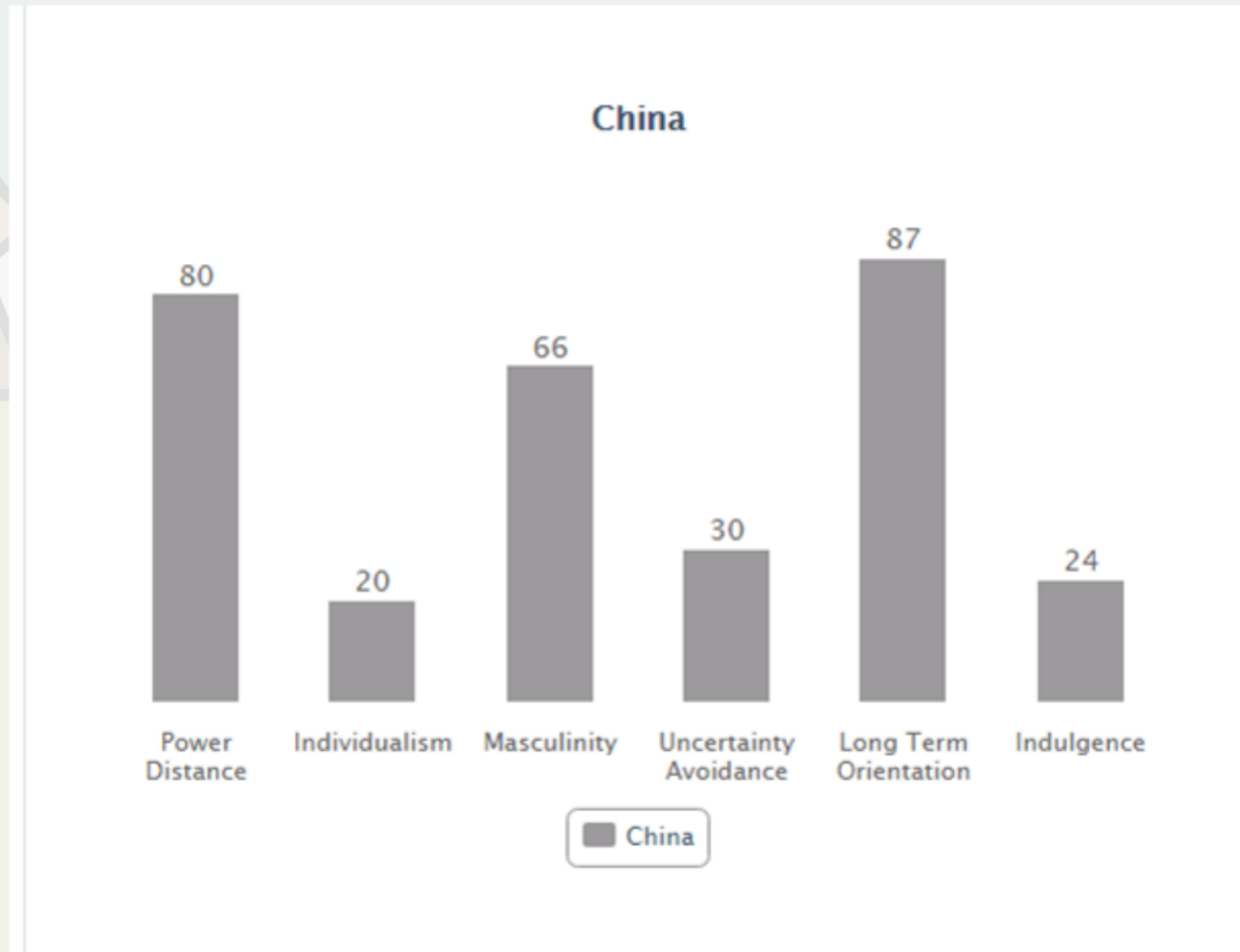
General Information about China

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- China population is distributed unevenly



Geert Hofstede Analyse for China





Appropriate Behaviour & Manners



In business:

- 1st introducing yourself
- Chinese do not speak with hands 
- do not point on someone 
- do not use index finger, use open palm
- do not discuss business at meals
- be polite
- do not interrupt 



Communication in China

Languages:

- Mandarin Chinese, but English is also possible

Communication:

- normally starts with a light handshake
- eyes should be focused on the ground
- enter the room in a hierarchical order

