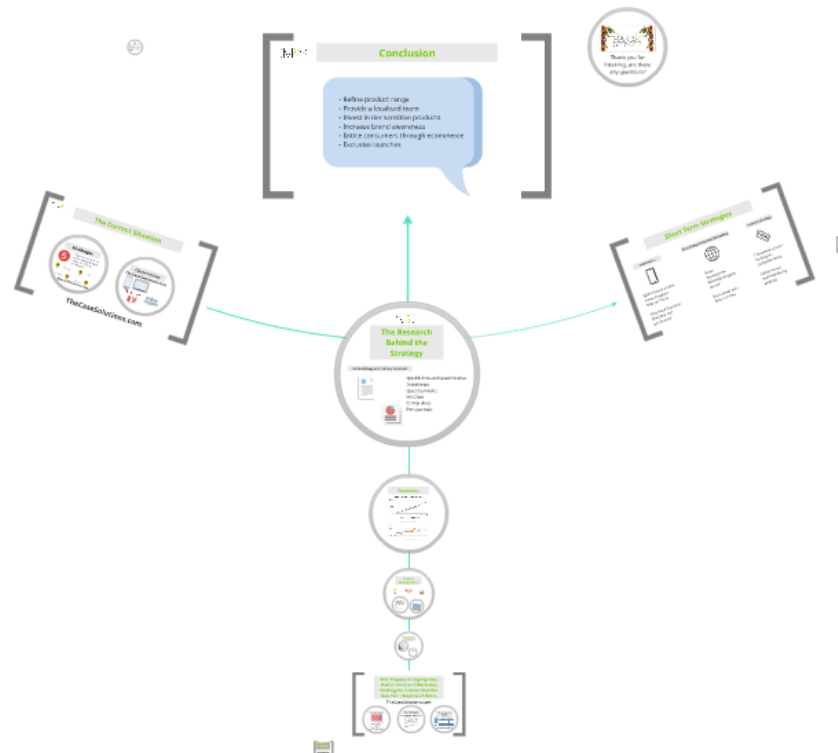


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Group 7 - Sophia Colkett, Hannah Crump, Emily Peopall, Gemma McGovern and Camilla Rattigan



Fashion Retail Business Development in the Chinese Market

**Running A Profitable;
Growing And Sustainable
Business: Novo Nordisk (A)**

TheCaseSolutions.com

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
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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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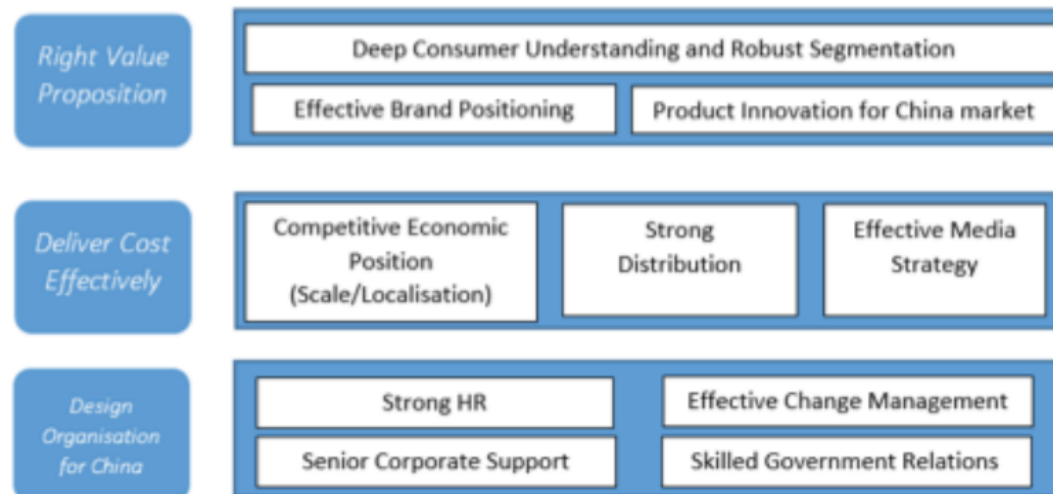
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Chinese Success Model



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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Opportunities

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Challenges

5

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



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Chengzhou



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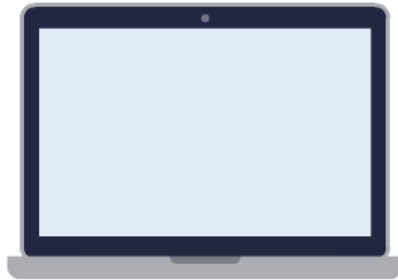
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