Exploring the Asian Frontier: Maximizing the Return on Your Investment

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Timothy M. Lee

VP, Global Strategy / Head of China

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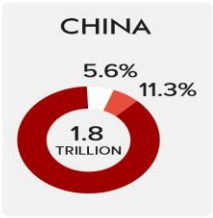

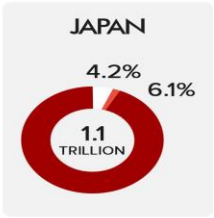

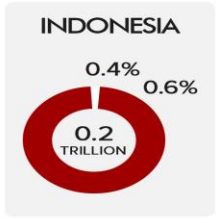

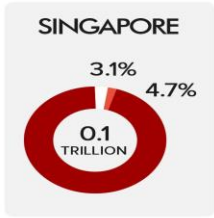

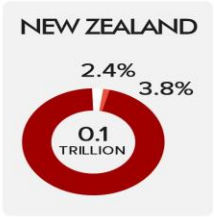

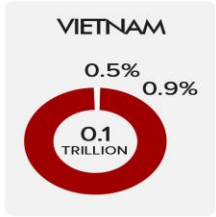

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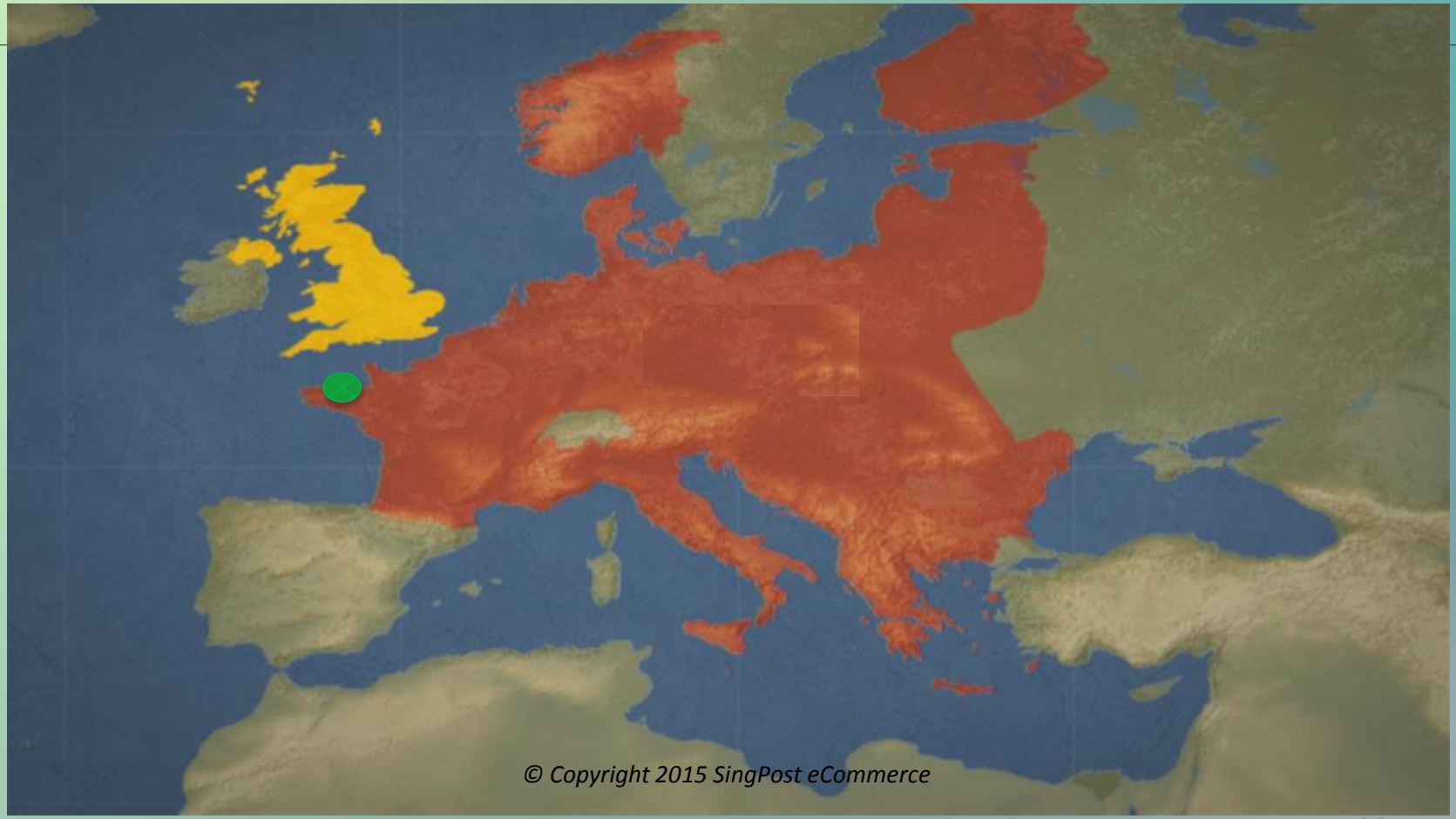
Source: Euromonitor



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http://www.ifrance.com/illkirch-graffenstaden/

Commandant du 21e Groupe d'Armée

Général BRALEY
1er Armée Américaine

VIIe Corps
4e Division d'infanterie Américaine

Ve Corps
1er et 29e Division d'infanterie Américaine
2e Bataillon de Rangers Américains(pointe du Hoc)

Général DEMPSY
2e Armée Britanique

1er Corps

XXXe Corps
50e Division d'Infanterie Britanique

3e Division d'Infanterie Canadienne

3e Division d'Infanterie Britanique

CHERBOURG

MANCHE

UTAH

OMAHA

GOLD

JUNO

SWORD

709e Division d'infanterie Allemande

Sainte-Mère l'Eglise

101e et 82e Divisions aéroportées Américaines

6e Régiment parachutiste Allemand

Carentan

Pointe du Hoc

Vierville-sur-Mer

Saint-Laurent-sur-Mer

Arromanches

352e Division d'infanterie Allemande

Courseulles-sur-Mer

Bernières-sur-Mer

Ouistreham

Bénouville

BAYEUX

716e Division d'infanterie Allemande

CAEN

21e Division blindée Allemande

6e Division aéroportée Britannique

Calvados

Principales batteries d'artillerie Allemandes

1. Crisbecq/Saint-Marcouf
2. Azzeville
3. Saint-Martin de Varreville
4. Maisy
5. Pointe du Hoc
6. Longues-sur-Mer
7. Mont Fleury
8. Mare-Fontaine
9. Ouistreham/Riva Bella
10. Merville

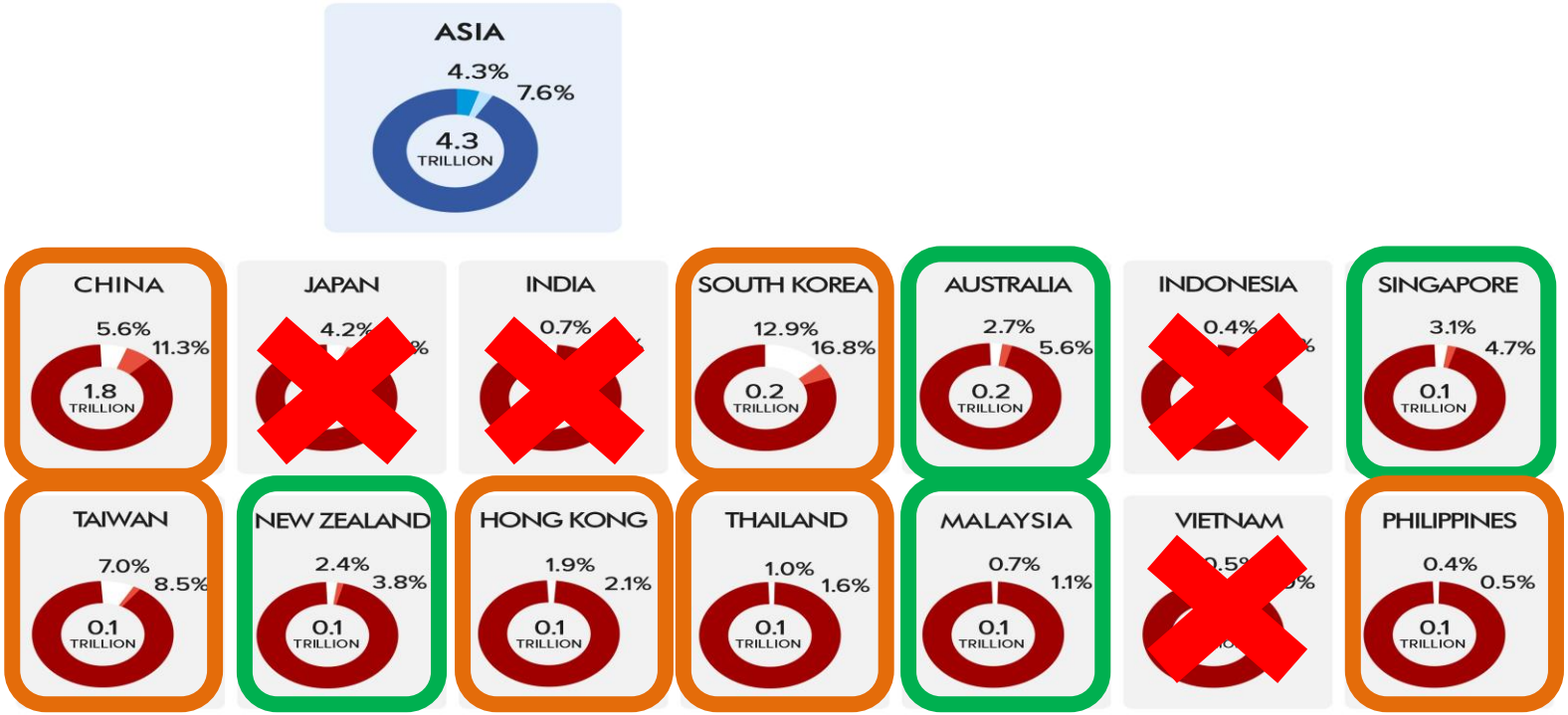
Principales stations radar Allemandes

1. Pointe de La Percée
2. Douvres-la-Délivrande

Zones de parachutage alliées

http://www.ifrance.com/illkirch-graffenstaden/

http://www.ifrance.com/illkirch-graffenstaden/



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China

Country Insights

Hard Requirement = Deep Localization

81% of Chinese consumers do **NOT** visit international monobrand websites due to a lack of localized content

Website

Information on official brand websites influence **39%** of the consumer purchasing decisions

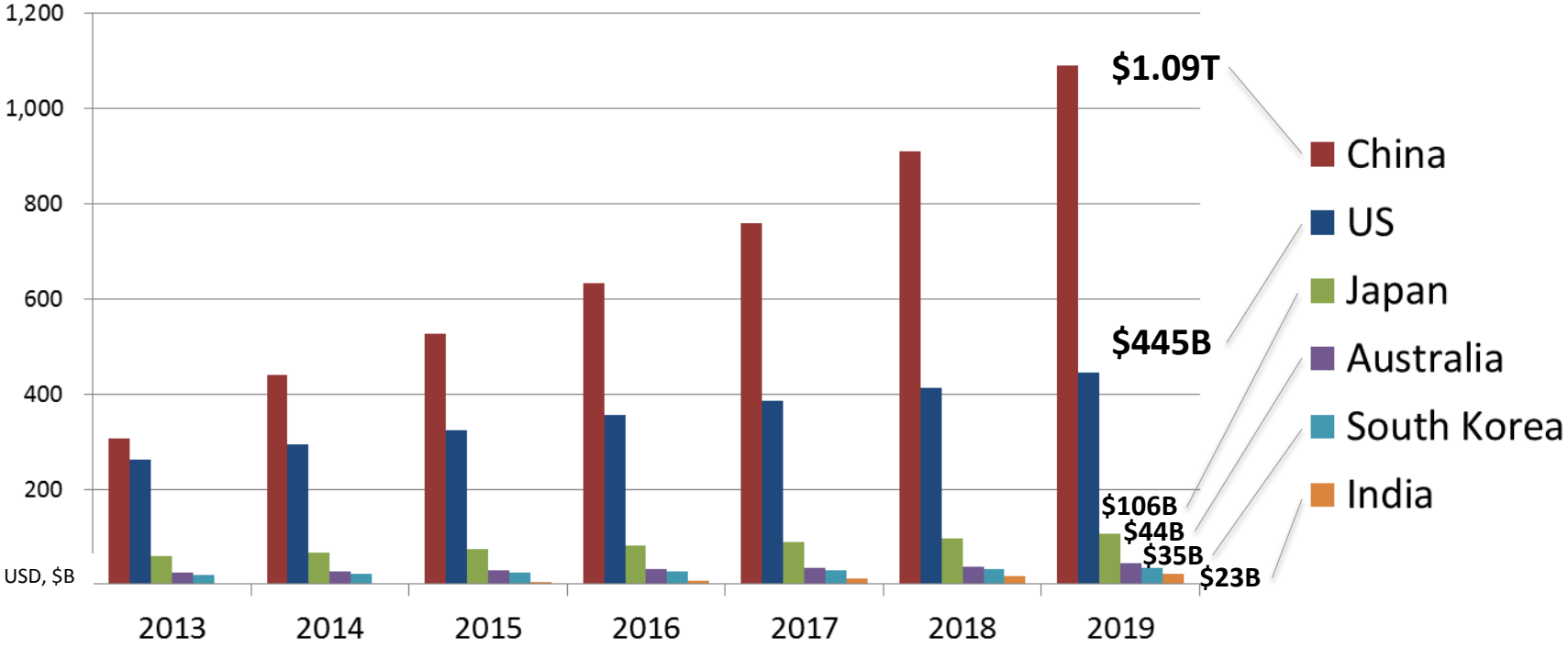
Fulfillment

45% of online shoppers shop with ecommerce retailers that have **local distribution centers**

Merchandising

25% of online consumers in China are searching for **exclusive products** not readily available

Ecommerce Market Size



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Sources: Forrester, eMarketer, SingPost eCommerce

Tim Lee
April 19, 2011 · BlackBerry Smartphones App ·

The view from my Beijing office of the vacant CCTV Tower...it's like Chinese engineers playing with Tinker Toys.

Like Comment Share

Rebecca Yang likes this.

Write a comment...

Recen
2010s
2014
2013
2012
2011
2010
2000s
1992
1988
Born

Chat (10)

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TAKE LUGGAGE
OF FOREIGNER
NO CHARGE
提行李處

Source: SingPost eCommerce. Fictitious “personas”.

Leili
(Lily)

24 year old graphic designer

US$12k/year

Lives with parents & grandparents

Only grandchild

Loves Lululemon, K-pop, & her Xiaomi phone

Uses WeChat 100x/day

Limited English

Uses “Daigou”

KOP

Source: SingPost eCommerce. Fictitious “personas”.

Source: SingPost eCommerce. Fictitious “personas”.

Source: SingPost eCommerce. Fictitious “personas”.

Source: SingPost eCommerce. Fictitious “personas”.

Source: SingPost eCommerce. Fictitious “personas”.

Source: SingPost eCommerce. Fictitious “personas”.

Mei Hua (May)

- 34 years old
- Account Executive
- US$35k/year
- Married, 1 son
- WeChat for work
- Buys baby products online overseas
- Mom and work network
- Decent English
- Conspicuous brands

Source: SingPost eCommerce. Fictitious “personas”.

Source: SingPost eCommerce. Fictitious “personas”.

Source: SingPost eCommerce. Fictitious “personas”.

Top Selling Brands Single's Day

Female Apparel

1. HSstyle (Korean, young, female fashion)
2. Uniqlo
3. Artka (Chinese local brand)
4. Manying (Chinese local brand)
5. Bosideng (Chinese local brand)
6. Ochirly (Italy)
7. Chuyu (Chinese local brand, started off on Taobao, grew quickly and shifted to Tmall)
8. Elf Sack
9. ONLY (Denmark)
10. Lie Bo (Chinese local brand)

Male Apparel

1. Lacoste
2. Uniqlo
3. Scofield
4. Nautica
5. Plory
6. Jack Jones
7. Palm Polo
8. Fred Perry
9. Armani
10. Ralph Lauren

Aoli (Ollie)

28 year old

Hairstylist & event coordinator

US$20k/year

Loves pirated movies, online games

Macbook

Sells products on Taobao

Some “street” English

Source: SingPost eCommerce. Fictitious “personas”.

Source: SingPost eCommerce. Fictitious “personas”.

Source: SingPost eCommerce. Fictitious “personas”.

Source: SingPost eCommerce. Fictitious “personas”.

Source: SingPost eCommerce. Fictitious "personas".

Source: SingPost eCommerce. Fictitious “personas”.

Kaiwen (Kevin)

52 years old

Business owner

2nd tier city

US$1M+/year

Frequents 5-star hotels

Drives Maserati

iPhone 6S

No English

Source: SingPost eCommerce. Fictitious “personas”.

为年青
怒放
NISSAN
CANUDILO H HOLIDAYS

SUPERISE

SUPERISE
OUTLETS

C-01	Lane Crawford	连卡佛
C-02	Cerruti 1881	
C-03A	K&C	肯迪文
C-03B	G&H	君皇仕
C-04	JUST CAVALLI	卡沃利
C-05/06A	BELLE	百丽
C-06B	JEFF BANKS	杰夫班克斯
C-07A	ALEX BRUNI	布鲁尼
C-07B	Vasto	华斯度
C-08	SD. Spontini	萨巴蒂尼
C-09	Leo	里奥
C-10	less	
C-11	JNBY	江南布衣
C-12	CROQUIS	速写
C-13	EIN	
C-14/15	navigare	纳维凯尔
C-16	BURGER KING	汉堡王
C-17/18	Levi's	李维斯
C-19/20	ESPRIT	埃斯普利特
C-21/30	TRENDIANO	时尚先生
C-22	I'm David	
C-23	Me&City	
C-24	Five Plus	5+
C-25	展卖	
C-26	on&on	
C-27	Broadcast	播
C-28/29	Ochirly	欧时力
C-31/32/33	FOLDER	
C-34/35	earth music	
C-36	imi' s	爱美丽
C-37/38	ZERO	
C-39	JOHNWEHL	隽唯
C-40	A.testoni	铁狮东尼
C-43	WO²	我的二次方

期

A-01	JOYCE	
A-02	The swank	诗韵
A-03	ST. JOHN	圣约翰
A-04	O' 2nd	奥蔻
A-05	Teenie Weenie	男/女
A-06	Prich	
A-07	Jinhuli	金狐狸
A-08	SCOFIELD/HUNT	男/女
A-09	CAT	卡特
A-10/11	E-land	依恋
A-12	PALLADIUM	帕拉丁
A-13	展卖	
A-14	Nike Golf	耐克 高尔夫
A-15	PLORY	
A-16	3NITY	
A-17	new balance	新百伦
A-18/19A	Li-Ning	李宁
A-19B/20	Puma	彪马
A-21/22	Adidas	阿迪达斯
A-23	Coleman	科勒曼
A-24	The North Face	
A-25	Jack Wolfskin	狼爪
A-26	TOREAD	探路者
A-27	Columbia	哥伦比亚
A-28/29	Test-Tube	恶魔果实
A-30	Paul Frank	大嘴猴
A-31/32	MO&Co.	摩安珂
A-33	Lee	
A-34	展卖	
A-35	Crocs	卡洛驰
A-36	展卖	
A-37/38	WHO. A. U	
A-39/40	Service Center	客服中心
A-41/42	ZIOZIA	
A-43/44	Fairton Outlets	

B-01/02	Juicy Couture	橘滋
B-03	Club Monaco	摩纳哥会馆
B-04	Lacoste	鳄鱼
B-05	CARNIVAL	凯纳尔
B-06/07	UPPER LUXURY	雅博名品
B-08/09	CK JEANS	
B-10	EDHARDY	
B-11	Y-3	
B-12	J. LINDEBERG	金林德伯格
B-13/14	7 For all Mankind	
B-15/16	NIKE	耐克
B-17	VANS	范斯
B-18	I. T	
B-19/20	I. T	
B-21/22	I. T	
B-19	(二楼)	拿渡麻辣香锅

A10/

A09

A08

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DALIAN WANDA TO CLOSE 10 DEPT STORES – RESTRUCTURE 20 MORE

2015/01/08 BY MICHAEL COLE — LEAVE A COMMENT

The balance of power in China's retail world continued to shift away from one-size-fits all shops this week when Dalian Wanda announced plans to shutter 10 department stores nationwide, and restructure another 20.

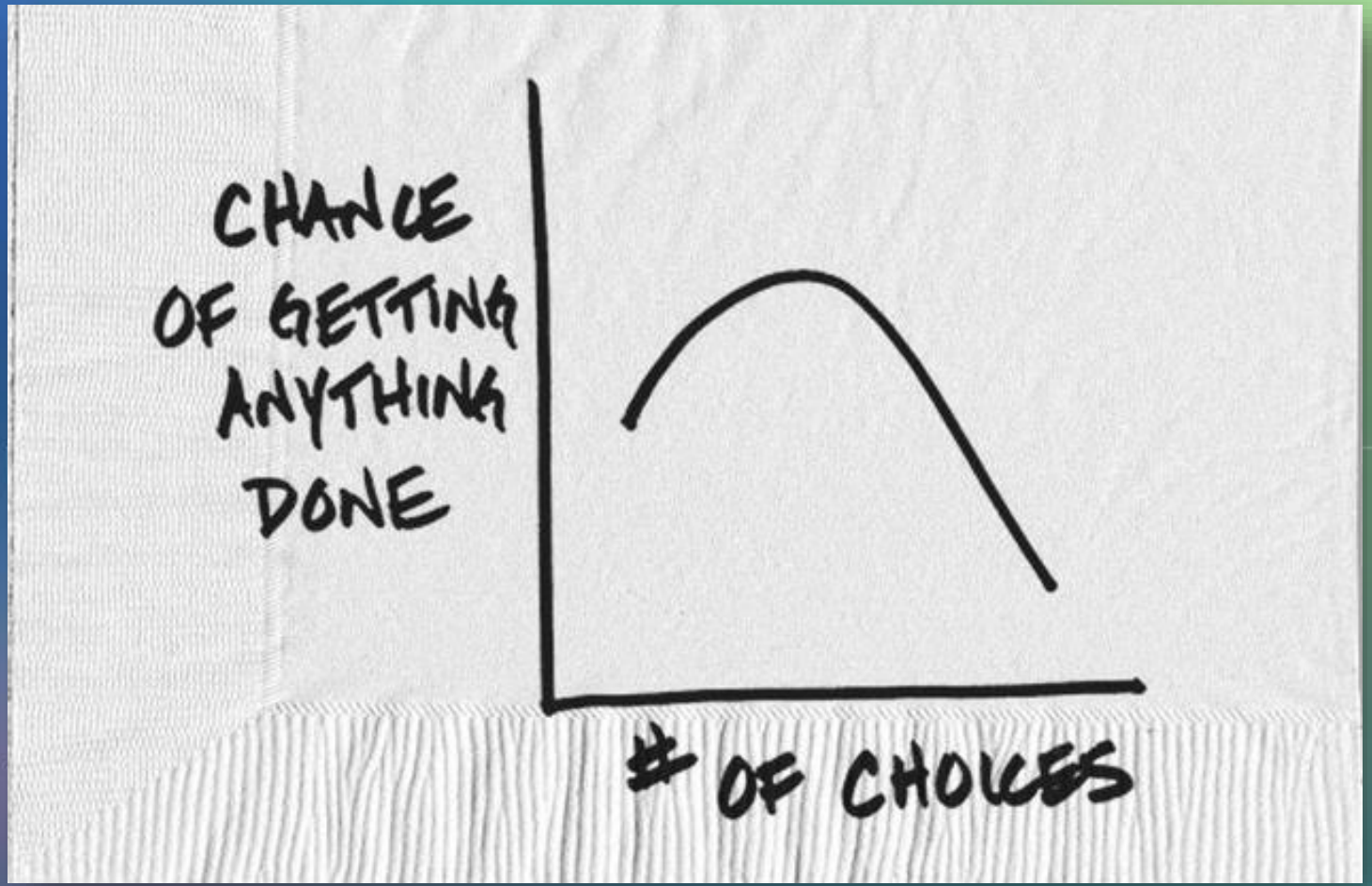
Wanda Plaza Tiexi in Shenyang, where one of the shuttered stores was located, doesn't appear to be in a bustling location.

The decision by the China retail real estate giant mirrors the experience of other department store operators in China, as the traditional retailers struggle to compete with specialty

China

Top 3 Keys

1. Trust
2. Trust
3. Trust


CHANCE OF GETTING ANYTHING DONE
OF CHOICES

Go Niche

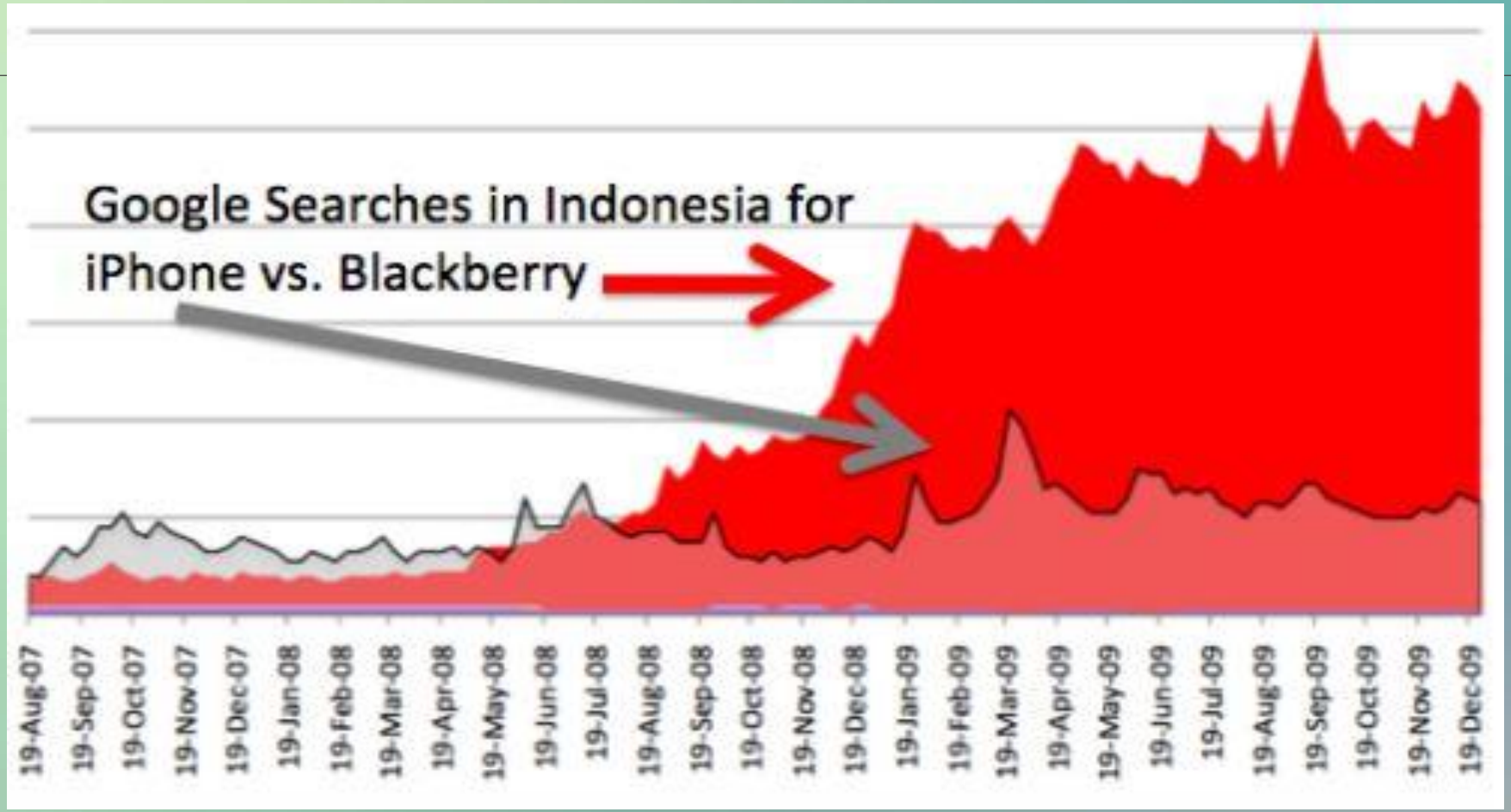
Go Big

Outsource

Go Big

Go BIG…

BOSCH
BOSCH


Google Searches in Indonesia for
iPhone vs. Blackberry
19-Aug-07
19-Sep-07
19-Oct-07
19-Nov-07
19-Dec-07
19-Jan-08
19-Feb-08
19-Mar-08
19-Apr-08
19-May-08
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19-Apr-09
19-May-09
19-Jun-09
19-Jul-09
19-Aug-09
19-Sep-09
19-Oct-09
19-Nov-09
19-Dec-09

pierre cardin

HOME
CHINA »
COLLECTIONS »
LICENSEES »
EVENTS
COUNTERFEITS »
CONTACT
MAISON
MAXIM'S

中文
english
français

PIERRE CARDIN IN CHINA

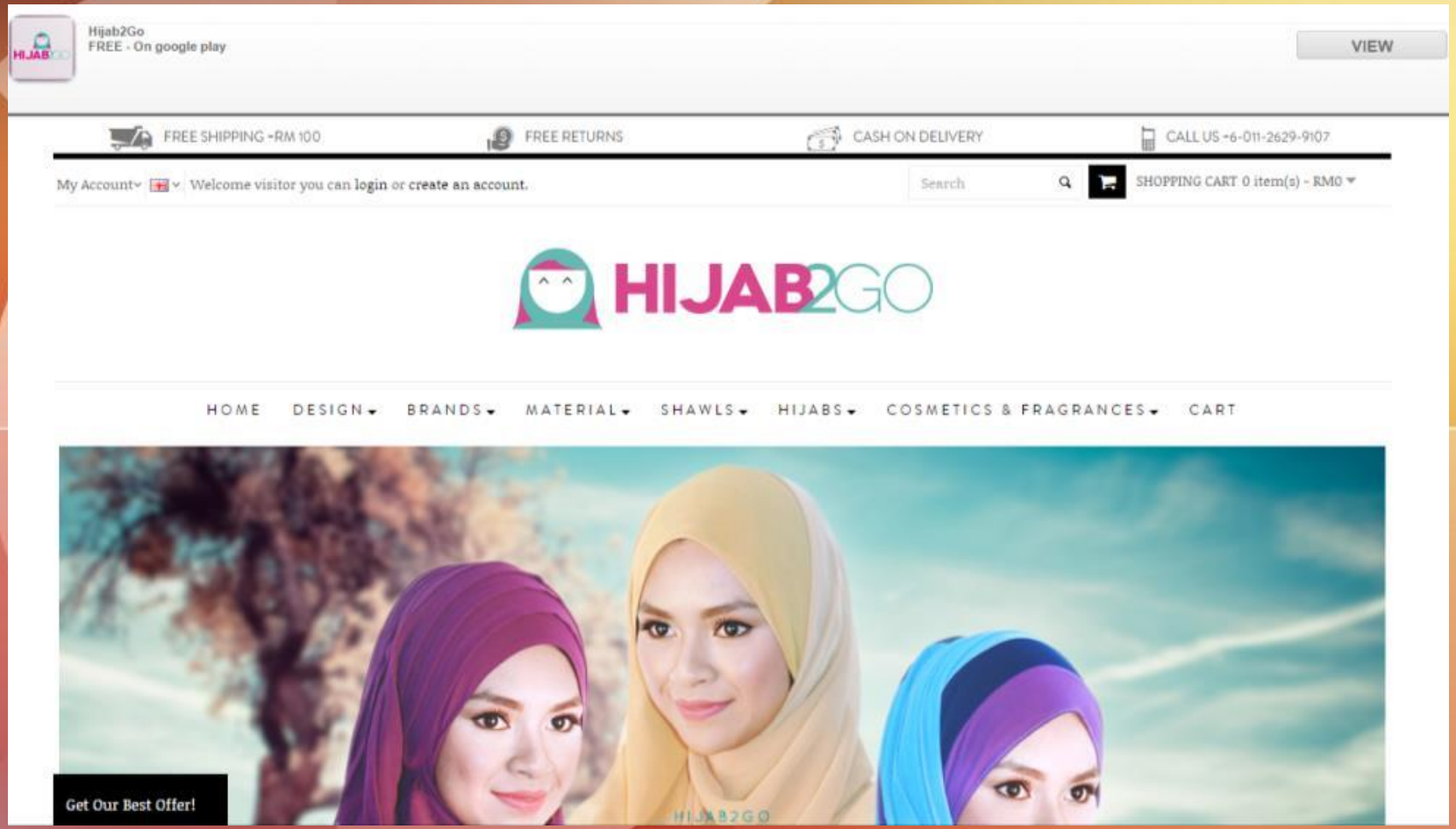
The beginnings of Pierre Cardin's relationship with China

Pierre Cardin's relationship with China goes back a long way and could even be said to have had somewhat theatrical beginnings. The story starts with a tapestry of the Great Wall of China. In 1976 Pierre Cardin is invited to visit an exhibition of Chinese craftwork. Amongst the artefacts he is suddenly drawn to the striking yet simple beauty of a tapestry of the Great Wall. He immediately asks to buy it but unfortunately customs restrictions force the tapestry to make a return trip to China before coming into his possession a few months later in Paris. This tapestry can still be seen today adorning the walls of Pierre Cardin's office.

This story may appear rather serendipitous but at the time Pierre Cardin is already an enthusiast of eastern cultures finding them both ancient and rich, and so the development of his relationship with China is inevitable. In 1978 the country has not yet emerged from the shadows of the Cultural Revolution and, apart from in a tour group, it is impossible for a foreigner to enter the country freely. Pierre Cardin therefore loses no time and asks one of his associates to organise a tour group. This is the first time he climbs the Great Wall. At the time, from the outside looking in, the Wall seems like an impenetrable cordon but in very little time the wave of reforms and opening up policies will finally break through these ideological barriers creating the necessary conditions to allow in new ideas and modern technologies from the outside

Go Niche

Niche construction is the process in which an organism **alters its environment**, often in a manner that increases its chances of survival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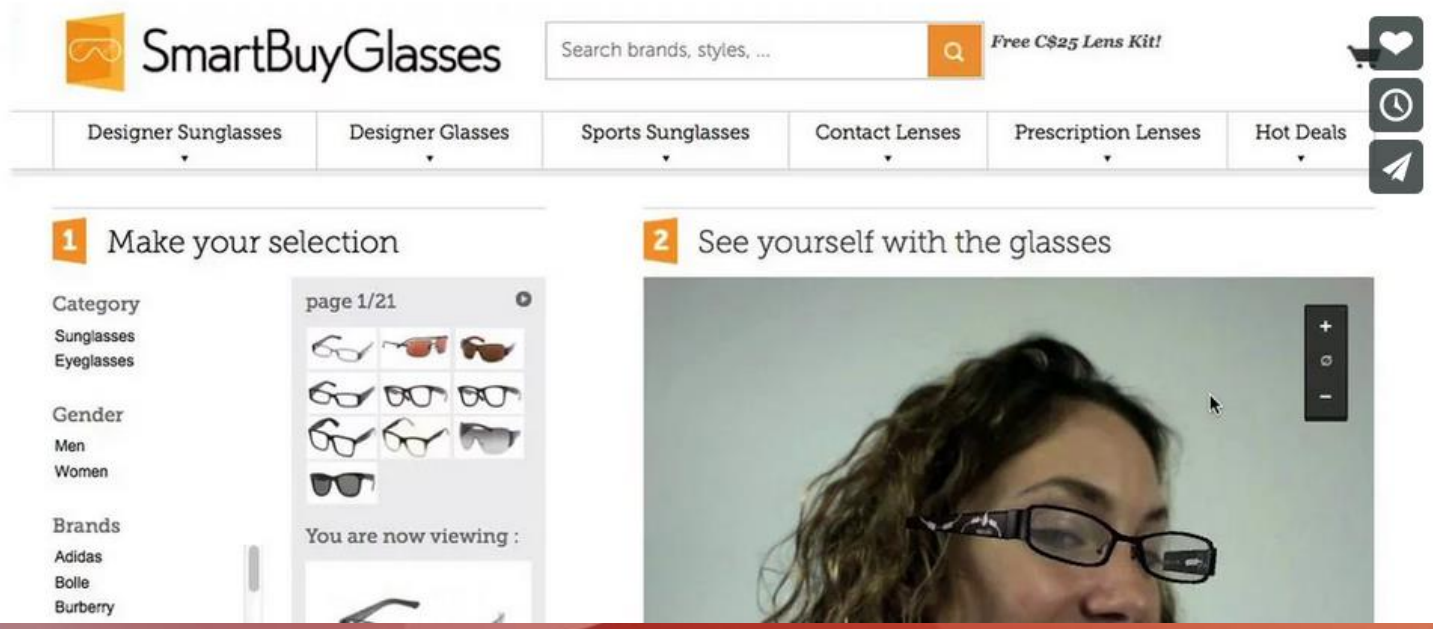
> *- David, co-founder of Motion Global*



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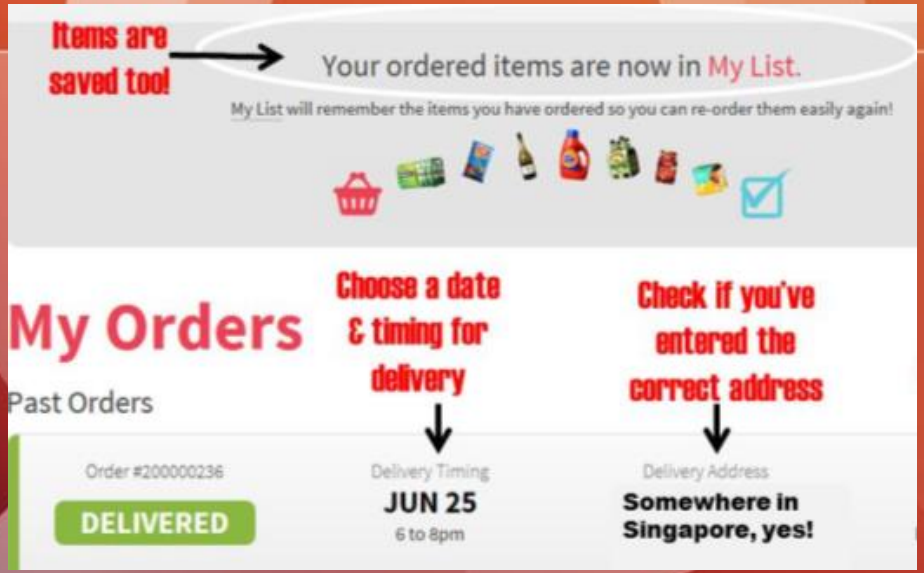
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Your ordered items are now in My List.
My List will remember the items you have ordered so you can re-order them easily again!
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Past Orders
Choose a date & timing for delivery
Check if you've entered the correct address
Order #200000236
DELIVERED
Delivery Timing
JUN 25
6 to 8pm
Delivery Address
Somewhere in Singapore, yes!

facebook

Go Niche

Keys Success Factors for Niche Strategy

Build a Brand, But Not Through Brand Advertising

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TRENDS
My Bag / Login / Register /
JRunway Shop
The latest trends from Japan
Home
New!
Women
Men
Jrstyle
SALE
Trends
FREE SHIPPING WITHIN SINGAPORE
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t Meeting: Tuesday June 23rd
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SOUL STRIKE!

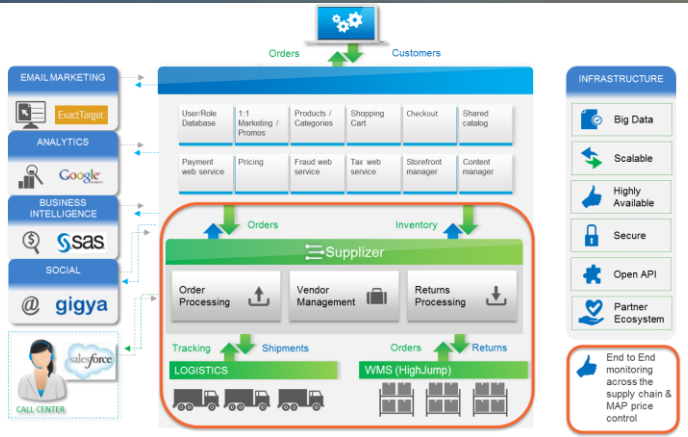
반품

상품을 반품하려면, 각 상품마다 반품 하시고자 하는 수량과 반품 사유를 명시하신 후, 반품 신청 버튼을 눌러주세요.

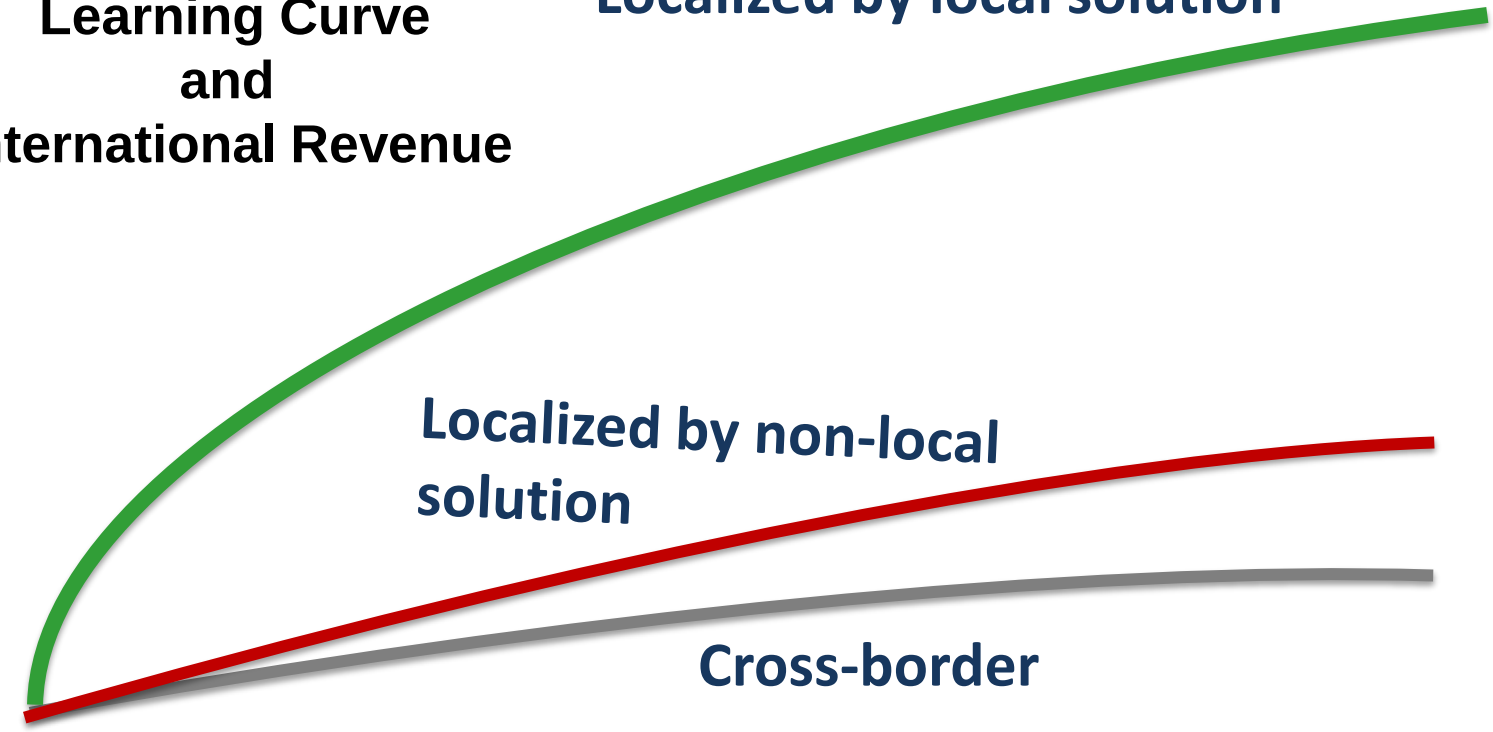
주문번호 #500000149

	제품	스타일 #	반품 가능	반품 수량	사유
	Levi's® Logo Tee 사이즈 100	653470251	0	1	--선택하십시오-- 메시지

반품 신청



Learning Curve and International Revenue



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