

Letter to the colonists



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Brand loyalty is stronger for Li Ning than for the two leading foreign brands, suggesting that modern marketing strategy is taking hold on the Chinese mainland much more quickly than had previously been anticipated. A study jointly undertaken by Horizon Research and Horizonkey. com on leading sports shoe brands in 2003, Li Ning leads in brand loyalty with 53. 4%, followed by Adidas and Nike with 39. 8% and 39. 1% respectively. However, two other domestic brands - Shuangxing and Anta - are not faring too well in the loyalty stakes, scoring 13. 4% and 15. % respectively, but that could be down to the fact that sufficient work has not been done as yet to position them in the market, and may also reflect the fewer competitive features that these smaller brands can offer. Analysis of market competition between different brands shows that, for all purposes, Li Ning is already on a par with international heavyweights in all departments and has become their major rival in China. Anta, Shuangxing and other domestic brands that target the lower end of the market are no match for Nike, Adidas and other big names, nor pose any substantive pressure on these brands.

Analysis of foreign brands shows that among non-loyal consumers of Nike (those who buy Nike sports clothing but other brands of sports shoes or buy Nike shoes but other brands of sports clothing), over 50% have "switched allegiance" to domestic brands while less than 50% have chosen foreign brands. Further studies found that the majority of those who "switched allegiance" to domestic brands mainly turned to the domestic market leader - Li Ning. So, Li Ning is the major competitor for Nike, and its threat to Nike even surpasses that of the latter's long-time rivalry with Adidas.

But Nike cannot overlook Adidas, because those who switched to foreign brands actually ended up choosing Adidas. Letter to the Colonists By olpdt

Dear Papa Preston Blake, I write this letter to you to inform you I have left the city without notifying you. I am writing to you from the New World. When I was asked to join this voyage I didn't hesitate in saying yes. I am writing to you from my house in front of a farm plot of my own. In the past few days we have gotten in some battles with the native people of this strange land. Apart from that, the life I live here is much better than the one you live at home, papa".

I don't have to work my ass off to earn just enough to buy a miserable piece of bread. Here I plant my own food and live off the good land there is. I would encourage you to leave behind that miserable life you have back in the Old World, and catch a boat here to the New World. You will notice a change in your pockets, and most of all, you will be able to breathe with all the space there is over here. Enough talking about how good life is here, now let me tell you about these native Indians. First of all, I have noticed they are getting sick and dying off. I don't understand why their people are being devastated by these diseases.

The diseases have clearly helped us gain more land without having to fight them in long battles. We are trying to teach them about Christianity and religion, though they have their own beliefs. I have also noticed these native people didn't know about most of the animals we have back home. They also have no clue of what a farm is, so we are going to teach them how to domesticate animals and grow crops in farm plots. Well papa, I'm running

out of ink, let me know if you're coming so I can make arrangements to get you some land to start off with. Sincerely, Oliver.