

Describe a situation
in which you
combined analysis
and creativity to solve
a cha...

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Being passionate about the selling of fashion products, I always select and collect data from Brain Company, which is a management counseling firm establishing strategies for other firms. During my free time, I used to ask some help my from my friend who is major in marketing on the analysis of these data and get the result. Likewise, the profession prediction reports from professional companies like Redburn Partners and Milward Brown focus on stock agencies and marketing counseling Moreover, retail opening is too fast and the comparability of new department store decides the retails sales revenue. A major factor in the retail industry is the influence by policy published by Chinese government that takes the anti-corruption campaign against gift-giving culture. Men luxury, jewelry will definitely be affected by the policy.

This year, I come back to China to find out the many new stores of famous brands in the Chinese market that have been closed and its sales have reduced from about 150 in 2012 to about 100 in 2013. Meanwhile, the decrease rate is one-third and I think it is very puzzling and challenging to figure out the real reasons of this phenomenon. It is said that Chinas luxury market has grown rapidly from the enclosure stage to the development of sustained attention to the customer experience and comparable store sales stage. I want to establish the reason because I feel very interested in this situation and want to research the reasons for this problem. In this regard, I plan to apply the theoretical and practical knowledge to study this problem. It is not easy to learn all the pictures of all the problems faced by stores of famous brands. Therefore, I run to many stores that sell the famous brand clothing and learn this price in China since I am a Chinese and want to study

Strategic design and management. It is easy and creative for me to know some situations, sales, and styles by communicating with sellers. Usually, it is thought that the price is the most important reason to explain the reduction and decrease of the sales for luxury clothing.

However, only the price in China is higher than the clothing with same style, but also the types of styles are rich. This probably explains the phenomenon that many Chinese customers want to buy luxury clothing in foreign countries instead of China. Meanwhile, from my own research I established that the main method is to search for information from the internet and library in the university to establish the reasons behind this whole scenario. Essentially, 73% of Chinese customers accepted and started using the Internet shopping, such as the brands official website, news sites, micro blogging, and mobile applications to obtain luxury goods information. About 60% of consumers buy at least once a luxury online (e. g. E-shop and luxury professional website) and this extremely decreases the sales in the store in the China. Meanwhile, Chinese Government took the anti-corruption campaign against gift-giving culture in the recent years, especially for senior mens watches and other gifts to the official primary simply because it is not beneficial for luxury goods.