

Local brands vs global brands in international marketing management narrative



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Program: Master of business administration Module title: Marketing management Module tutor: Dry.

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SQUASHIER Student name: Wong Ting Hint Marketing plan 1 . Executive summary of NC marketing plan NC is the world's largest chain of specialty vitamin, mineral, herbal and sports nutritional supplement retailers. Although they are the best in the world, But in china, potential the biggest market and largest population country in the world. NC is still a small size and also an unknown brand.

To it the market in china, the branding strategy decision process become very important.

Hong Kong, a financial center and tourism city for china, return from the United Kingdom to china back in 1997. Hong Kong become a window and an opportunity for a lot of international brand to enter the large Chinese market. Therefore, NC must use Hong Kong for their first stage, in the coming 3 years, NC must focus on develop a brand of products that fit in to entering the China market. So, understanding the Chinese market become an important part of strategy planning.

For example, the customers' aground, culture, purchasing pattern, behavior etc. Introduction of NC sports nutritional supplement retailers. Our first store was opened in 1935 in Pittsburgh by David Sharing. Originally called " Lockwood", the NC (General Nutrition Center) name was born in 1960.

We started selling our own ranges of vitamins and mineral supplements later that decade. NC come a long way since those humble Pittsburgh beginnings. NC is now the world's largest health retailer, with over 6,000 stores in 50 countries across the globe!

NC been in Hong Kong since 2003 - and by late 2008 we had 9 specialist stores, lush specialist counters and stock in Managing Stores across the territory. In just five years we've established ourselves as one of Hong Kong's leading health supplement brands - and we're always working to get even bigger and better as we help everyone live their best life.

NC committed to quality. NC only uses the best ingredients and employs rigorous quality assurance testing and manufacturing standards.

NC subject products to up to 150 quality checks before they arrive on our store shelves and all our ingredients are issued with a Certificate Of Analysis. NC products are packaged in safety-sealed tamper-evident packaging and go through a series of checks before they re put onto the shelves.

This series of checks and balances ensures that NC products are the safest and most efficacious supplements on the market. 2. Current situation and trends 2. 1 Background information of the market - China and Hong Kong public health: China has a high demand in quality international supplement brand.

A brief history that China is undertaking a reform on its health care system. And in the past 50 years, China had made great achievements in controlling infectious diseases and improving the publics health and hygiene. However,

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in the September of 2007, nearly 80 presents of the whole rural population of China had signed up (about 685 million people). The population in question can be as small as a handful of people or as large as all the inhabitants of several continents (for instance, in the case of a pandemic).

And owing to the negative effects brought on by aging of the population and the burdens of diseases, arbitration, industrialization, and globalization, Chinese public health officials are encountering greater difficulties than ever. The operating models of public health are old and that cannot meet present requirements. The main problems at that time are poor capacity to respond to public health emergencies, severe inequality of health care services, and lagging development of public health information systems.