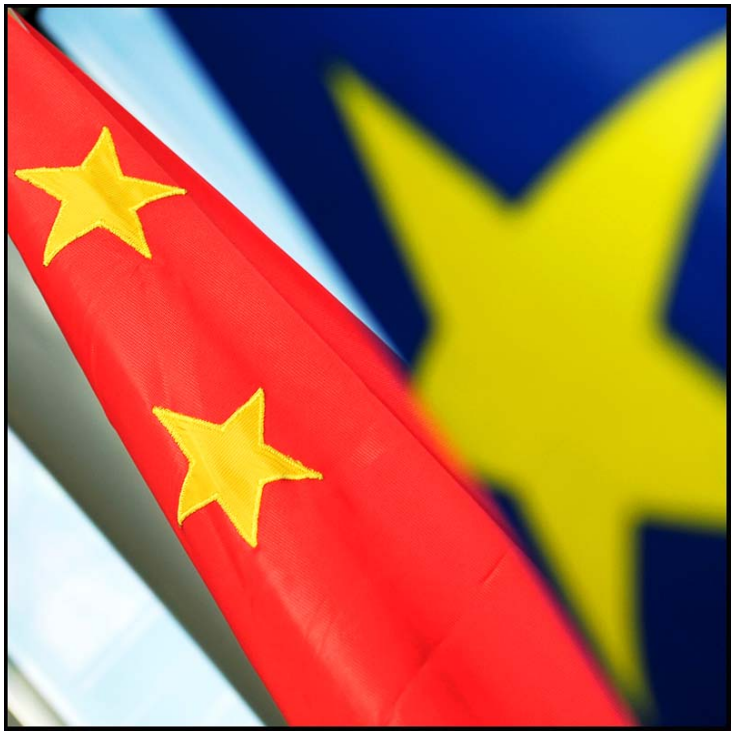
Proposal for the Import of Consumer Goods

BEIJING INTERNATIONAL BRAND MANAGEMENT CENTER

Proposal for the Import of Consumer Goods

I. Background



Proposal for the Import of Consumer Goods

II. Exclusive Stores in General

Time to Open

End of 2009 / Beginning of 2010

Store Location

- Beijing: (flagship stores)
  - Parkson Shopping Center,
  - New World Department Store,
  - North Star Legend Shopping Center
- Shanghai: (flagship store)
  - Paris Printemps Department Store

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Paris Printemps

II. Exclusive Stores in General

Store Area

600 ~ 2000 m^2

Store Format

Exclusive Store under country category

- Independent space and image for each brand
- Independent facilities (e.g. fitting rooms, cashier's counter) for each exclusive store
- Decoration Style designed by designers from each country

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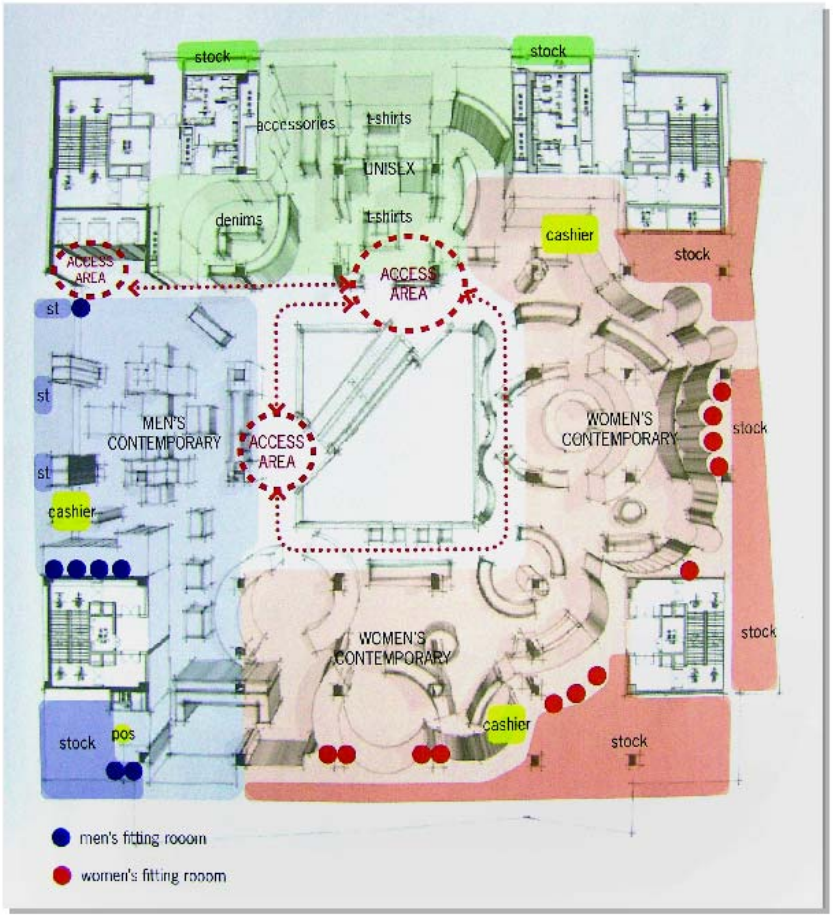
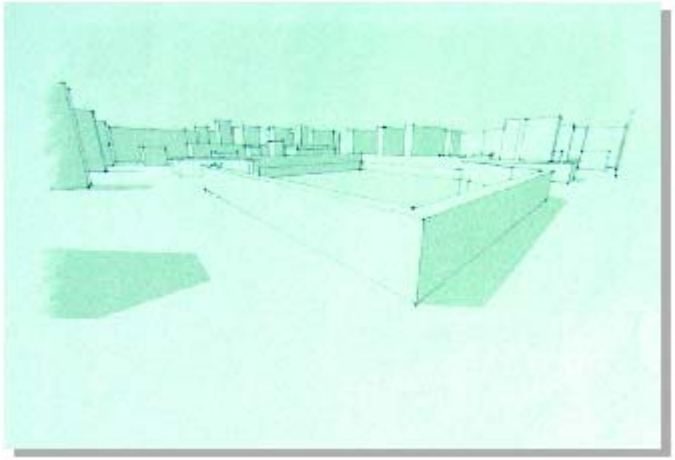
II. Exclusive Stores in General





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II. Exclusive Stores in General

Brand Quantity

- 15 ~ 60 brands
  30 ~ 40 m^2 for each in average

Product Category

- Apparel & Access.: 40% - 24 brands
- Footwear: 40% - 24 brands
- Lugg. & Handbags: 20% -12 brands

Brand Level

Mid-to-high end with average retail price of RMB 3,000-5,000

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II. Exclusive Stores in General

Target Customers

High-end consumers aged between 25~45 with annual household income more than RMB 200,000

Wholesale Price (per item)

			Retail price
Apparel:	100-160€	→	3,000-5,000 ¥
Footwear and handbags:	60-100€	→	1,000-3,000 ¥
Accessories:	15€	→	500 ¥

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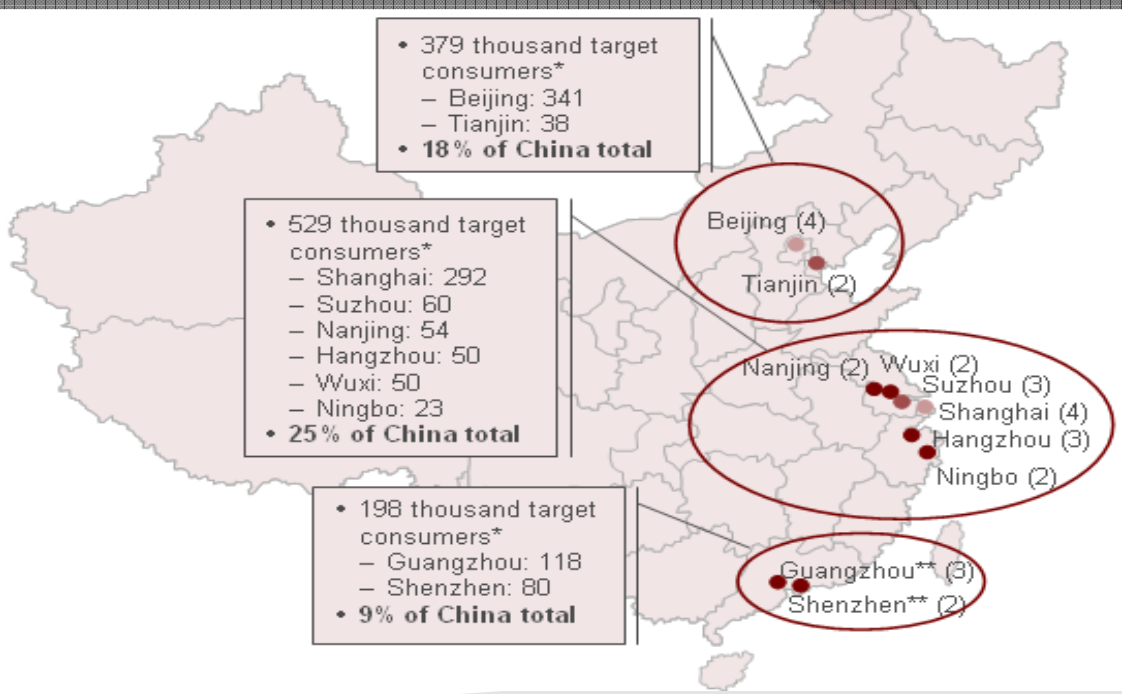
III. Expansion Plan

Store Plan

27 stores, within 3 years, in central commercial area of first and second-tier cities including BJ, SH and GZ



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III. Expansion Plan

Country Plan

To establish more Exclusive Stores for more EU countries depending on their brands' enrolling progress

Product Plan

Exclusive Stores for other products (e.g. furniture, foodstuff and wines) will be opened in 2010

Office Plan

To establish oversea offices

Thank You !