

# Enter Asian Market

*by* Yuqing Miao

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# *Enter Asia market*

GROUP MEMBERS:

JINGXIAN WU 1702293

FUGUO HOU 1702192

MINGYI GAO 1903232

YUQING MIAO 1900200

# *The main topic*

- ▶ *Entry new market*
- ▶ *Target India as entry country*
- ▶ *The skill and suggestion about building and developing global partners*

# *Concept of Entry new market*

## **Concept**

- ▶ Developing their market to other countries.
- ▶ Enlarge market
- ▶ Increase reputation
- ▶ More customers

source?

## **Risk and barrier**

- ▶ Cost
- ▶ Labour
- ▶ Sales

# *Benefit of know more culture of Asia*

- ▶ When a company want to entry a new market know more culture of this area is one of the most important things.

The company can know more detail of aim country.

- ▶ life style, food, wear, habit and religion

source?

Making a suitable strategy

- ▶ Type of design
- ▶ Selling model

# *Benefit of know more culture of Asia*

Avoid fetal risk in the meeting and business activities.

- ▶ Punctuality
- ▶ Behaviour
- ▶ Gift giving

source?



# *Importance and benefit of developing relationships*



- ▶ If company do not use suitable method to build relationship with global partner. Leading to serious result.
- ▶ Cannot sustain long-term development
- ▶ Other company have opinion for you

source?

## **Benefit**

- ▶ Stabilizing their brand position
- ▶ Higher reputation to develop in the future

# *Impact of failure*

- ▶ Waste the time
- ▶ Waste labour



- Waste money
- Reputation decrease



source?



# choose india as entry country

source?

- Culture between UK and India
- Reason of choosing India

Mingyi Gao



# The culture between UK and India



UK and India have tense relationship.



India is a top-down structure in society and organizations.



79.8% of Indians are Hindu.



UK and India both do not like gift giving.

source?

# The reason of choosing India

Enough culture background

- I. Similar language
  - II. Means
- Respect for Indian women
  - Symbol of wealth, power and prosperity

source?

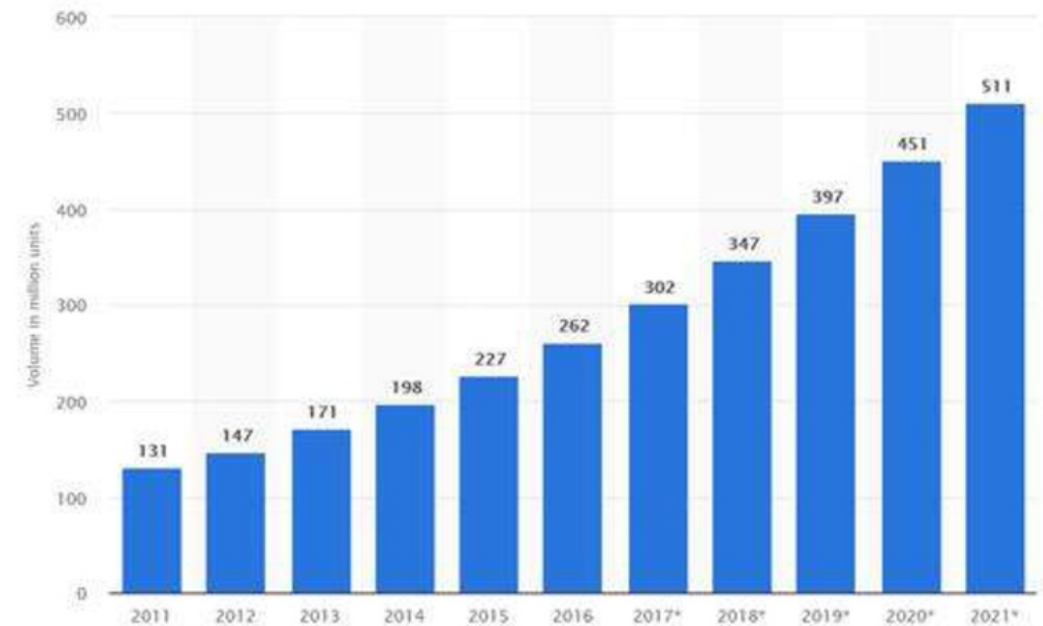


# The reason of choosing India

Enough market share [source?](#)

The volume of jewellery in India reveal a sustain increase condition. The number of that increase since 2011 to 2018. And the expert expect that also will increase until 2021.

Volume of jewelry market across India from 2011 to 2021  
(in million units)



[source?](#)



# Skills help to build relationship

Jingxian Wu



source?

# Keep focus on the local social and business landscape



## Importance

Jewelry represents social status in India

source?

## Recommendation

Respect the way others express their opinions

Business meetings should be treated with seriousness

The importance of punctuality

# Example

- ▶ the Italian luxury brand dolce & Gabbana advertised chopsticks as "cutlery in the shape of sticks".

source?



# Apply time to key social issues

## Importance

Mutual resources and common development

source?

## Recommendation

Provide training to employees

Provide high-quality service to consumers

Working with other companies

Working with reliable suppliers

# Example

- ▶ the sports brand Nike has partnered with many companies to make products.

source?



# Establish a correct corporate image

## Recommendation

social activities

do charity

[source?](#)

## IMPORTANCE

IMPACT PURCHASE

AFFECT PEOPLE ATTITUDE



# Example

►United Airlines forced an overbooked passenger out of his seat. In addition, CEO Oscar Munoz's apology caused worse results

source?



# Failure Reasons

- ▶ the company will face many strong competitors when entering the Indian market
- ▶ the company is located inappropriately
- ▶ Wrong positioning may prevent the company from entering the Indian market.

[source?](#)





Thank You

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# Enter Asian Market

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avoid numbering your reference list

There are a number of errors in the presentation of the reference list. An example of how it should be presented is included in the supporting paper feedback summary box.

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