

2017

MATTEL IN CHINA

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INTRODUCTION OF MATTEL

1. Mattel, Inc. is an American multinational toy manufacturing company founded in 1945 with headquarters in El Segundo, California.
2. The products of this company are dolls, toys and games. it have lots of brands, such as Fisher-Price, Barbie, Monster High and so on.
3. In 2014, it ranked #403 on the Fortune 500 list. It is the world's largest toy maker in terms of revenue.
4. In 2016 , there are 32,000 employees in Mattel.



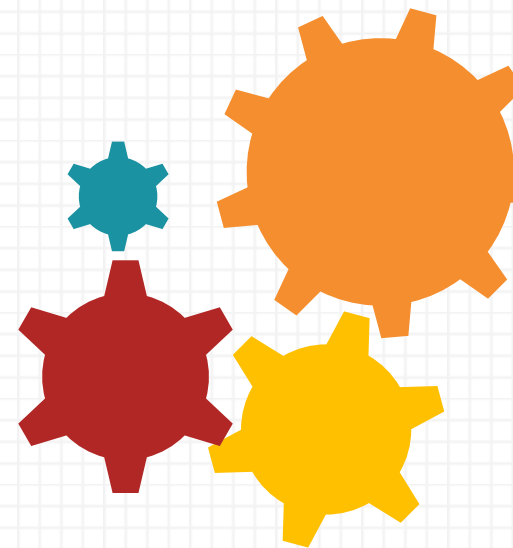
Mattel opened Barbie flagship store in Shanghai

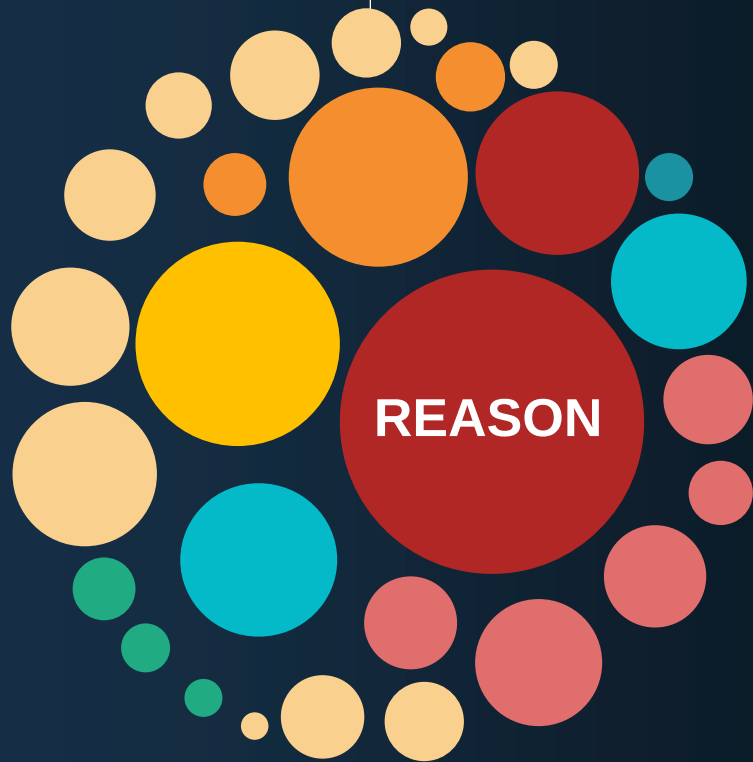
The world's largest "Barbie product store", which has a restaurant, hairdressing manicure hall, bar, spa and other ancillary facilities.

Chinese-style Barbie dolls "Ling"



US toy manufacturer Mattel has shut its flagship Barbie concept store in Shanghai after just two years.





THE REASON WHY MATTEL FAIL IN CHINA

- **The differences of cognitive between companies and consumers**

Mattel did not understand the customer's needs

- **Cultural factors**

Achievement versus ascription: Cultural differences between China and America
Universalism versus particularism: Lack of emotional basis

Communitarianism versus individualism:
Aesthetic differences

- **Economic & market factors**

The gap between rich and poor
Counterfeit products market

1

Reduce the price of a single product, using innovative marketing mix model (Loss Leader)

2

Develop education type cartoons, products, games

3

To further strengthen the television, online publicity

Recommendation

**THANKS &
ANY QUESTIONS**

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