

商业计划书

BUSINESS PLAN PROPOSAL



关于国际服装服饰品牌引进及推广商业计划书
International Fashion & Accessories Brands Introduction and Promotion
Business Plan Proposal

大连东北亚国际品牌商品交易中心
Dalian Northeast Asia International Brands Commodity Trading Center

2012年1月 – JAN.2012

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Company Introduction

- **Company Introduction**
- Dalian Northeast Asia International Brand Commodities Trading Center was established in 2011 with registered capital of 2 billion RMB;
- The main business model of the company is focused on the operations of international brands commodities trading; the introduction, promotion and distribution of international fashion brands; the establishment of shopping mall and HQ; other commercial real estate operations; the investment and operations of international fashion industry and projects.

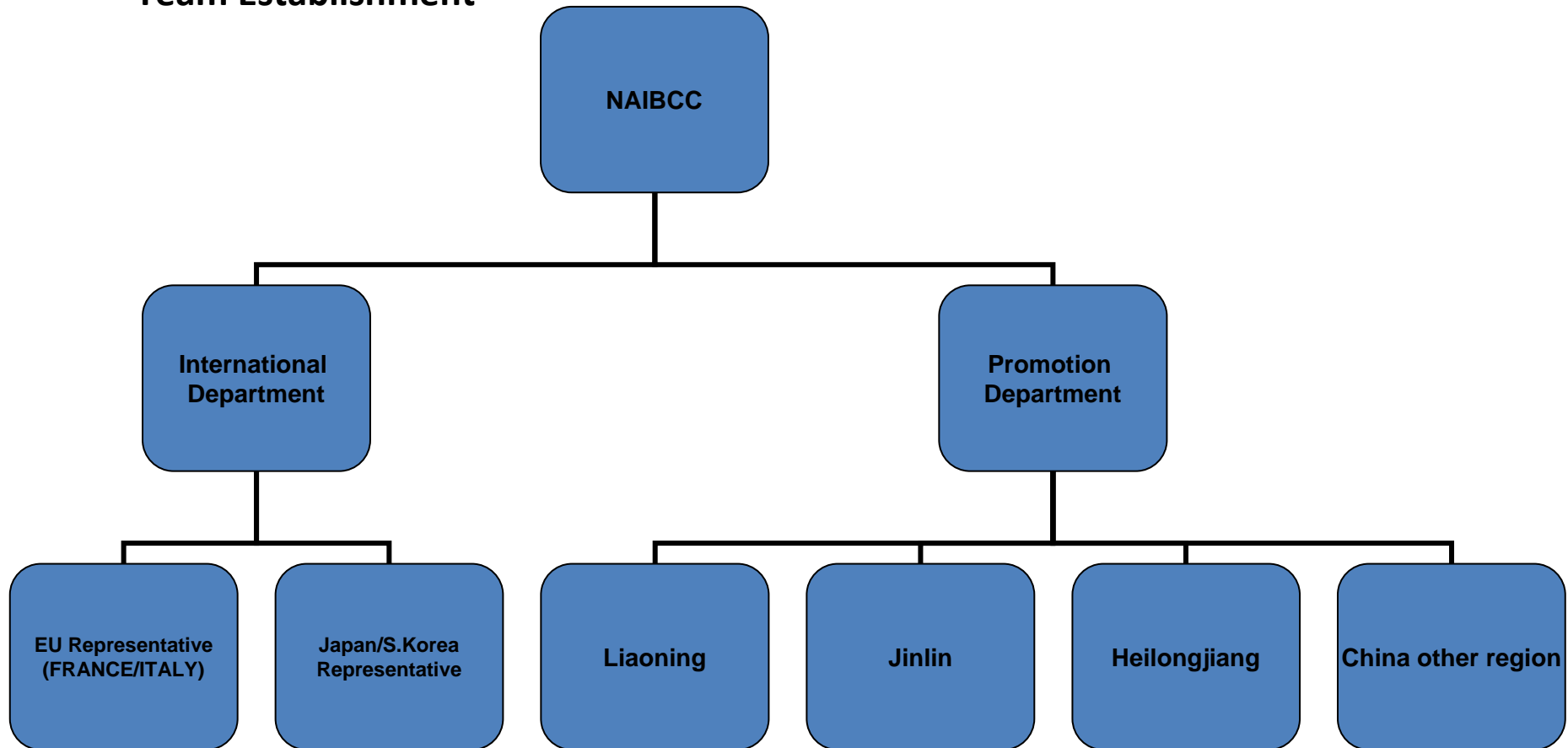
Company Introduction

- **NAIBCC Project Introduction**

- The trading center invested by the company is the first commercial project, which covers 130,200 Square meters with 85,000 Square meters construction area;
- The location is in one of the three core business and commercial district of Dalian, which is 27 Square of Zhongshan district.
- The trading center has total 7 floors and 2 underground floors; which we will introduce and promote the international fashion and accessories brands from Italy, France, Spain, United Kingdom, Germany, United States, Japan, South Korea, Hongkong.
- The main function is to establish a presentation and promotion platform to introduce international fashion and accessories brands and is committed to providing the services of promotion, sales and in order to accelerate the international fashion brands entering into China market; to expand the sales in China market; to assist the production in China in accordance with the plan of international fashion brands.

Company Team Establishment

- **Team Establishment**



Company Team Establishment

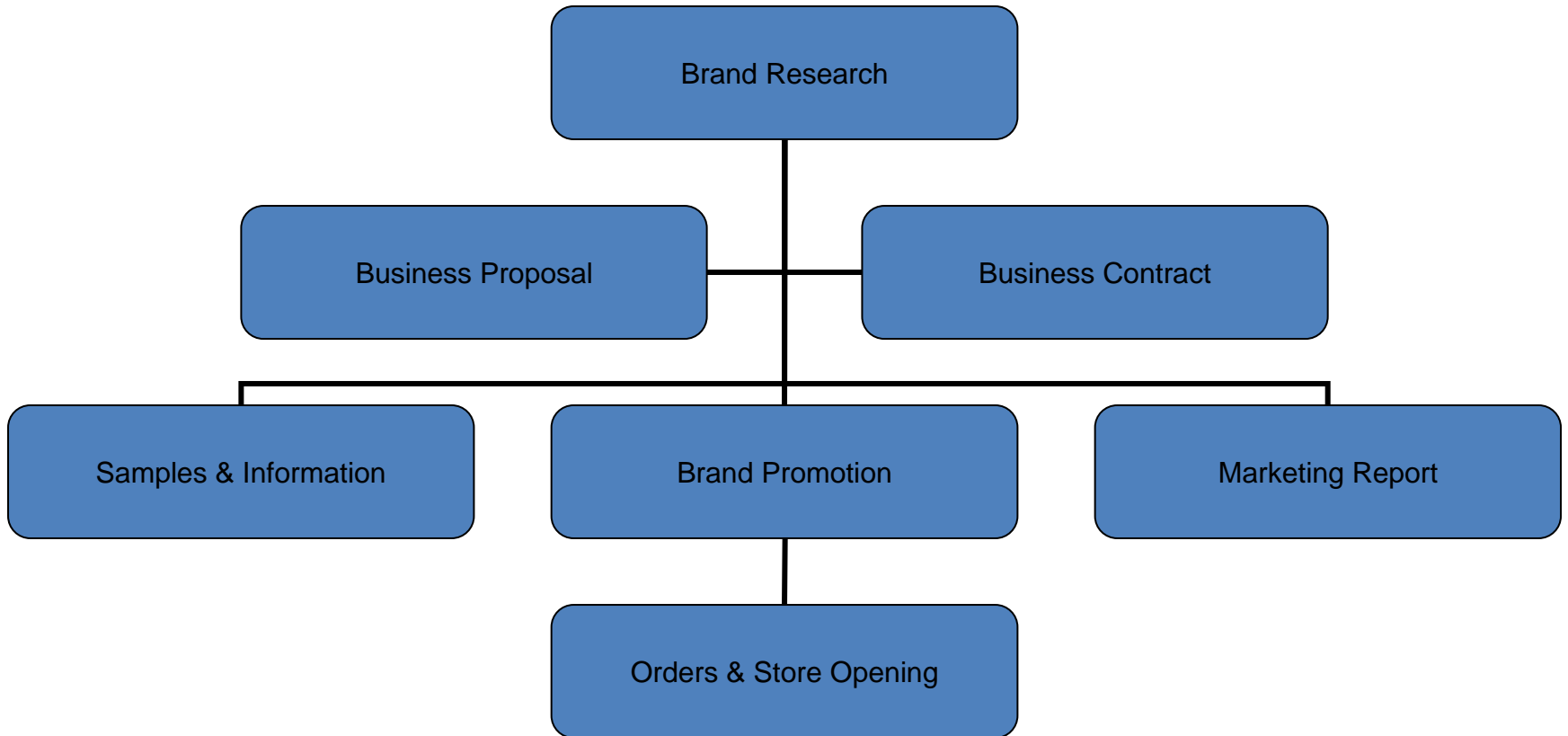
- **Team Establishment - International Department**
- International department will be established by a professional expert team with international and domestic fashion market information and the experiences of international fashion brands management.
- International department will set up EU, America and Japan/South Korea overseas department and representative office;
- International department will send the professional employees to overseas representative office and will invite the local fashion experts to implement the marketing research, brands preference choices, evaluation and assist the international fashion brands to accomplish the project of negotiation and introduction.

Company Team Establishment

- **Team Establishment – Promotion Department**
- Promotion department will be committed to providing the services of development and cooperation between international brands and Chinese market.
- Promotion department will build a important and high level platform for the presentation and sales of international brands.
- Promotion department will establish 39 sub-offices in China market to promote international brand awareness via advertisement, sales channel, etc.
- Promotion department will develop the franchise system cooperated with sub-distributors, in order to achieve the perfect business matching for international fashion brands in China market.

Company Team Establishment

- **Business Distribution Model**



Business Model Operation

- **The Target Brands**
- The target brands will be positioned by overseas registered and produced brands and the middle-to-high brands which will be easy to fit Chinese market.
- The brands include: Men's wear; Women's wear; Casual wear; Shoes; Handbags; Children's wear and Accessories, etc.
- The 20% high fashion brands will be chosen especially for the high-end market and customers; The 60% middle price level fashion brands will be chosen for the middle class customers; The 20% fast-selling fashion brands with significant price advantages will be chosen for the mass market customers.
- According to various collections, the collections of women's wear and accessories will be accounted by 60%; the collections of men's wear will be accounted by 25%; the children's wear and other accessories will be accounted by 15%.
- According to different countries, the fashion brands from European countries will be accounted by 60%; the fashion brands from Japan and South Korea will be accounted by 30%; the US and other region will be accounted by 10%.

Business Model Operation

- **The Functions**
- The first 3 floors are the international retailing flagship store introduced and promoted by NAIBCC; 70% brands will be managed by NAIBCC; the other 30% brands will be operated by franchisee.
- The 1st floor: Overseas high-end fashion brands flagship store and other flagship stores of suitcase, bags and leather collections.
- The 2nd floor: Women's fashion collections.
- The 3rd floor: Men's fashion collections; sports & casual collections; leather collections.
- The 4th & 5th floor: The showroom of overseas fashion brands

Business Model Operation

- **The Functions**
- The showroom of international fashion brands has total 9.000 square meters; to plan to introduce 300 international fashion brands, which will be managed by different countries of origin; each brands has approximately 30 square meters with unified decoration in accordance with he brand image.
- The purpose of the showroom is to present the latest collections and to be selected by the sub-distributors; to make orders through NAIBCC and to order and receive the final collections.



Business Model Operation

- **Business Model Operation**
- NAIBCC will contact and select international fashion brands with assistant of overseas fashion association, exhibition participation, online query and marketing research.
- To negotiate with the international fashion brands who are interested in China market with suitable collections, to establish the brand showroom in order to present the brand image and collections.
- To establish the flagship retailing store in order to promote the brand awareness and develop the sub-distributors in China regional market.
- The international fashion brands only have to sign the authorized promotion and sales agreement with collections samples, then the free promotion services will be provided to all the international fashion brands.

Marketing Promotion

- **Promotion Team Establishment**
- NAIBCC will establish the marketing promotion team, expect to have total 80-100 employees.



Marketing Promotion

- **Promotion Procedures – 1**
- NAIBCC will establish the international fashion brands showroom in 4th and 5th floor.
- To present the brands awareness and image in accordance with the country of origin.
- Each international fashion brands will have approximately 30 square meters with the unified brand image and decoration.
- To present the latest collections with the information of brand awareness, history, production procedures, etc.
- It would be better that international fashion brands could send a representation in NAIBCC, if not NAIBCC will provide a professional staff for brands introduction and orders negotiation.
- NAIBCC will choose the sub-distributors to check the collection samples and orders.
- NAIBCC will make orders directly to international fashion brands and to receive the order collections.

Marketing Promotion

- **Promotion Procedures - 2**
- NAIBCC will establish the promotion team in the first year with 1-2 employees in 39 cities of Northeast Asia.
- To attract the distributors via the advertisement promotion of newspaper, TV, network, conference release and brand presentation.
- To cooperate with local shopping mall and to open the sales channel with the local fashion retailers in order to promote the international fashion brands.
- To attract the distributors via the channel of advertisement, human resource and exhibition.
- To check the collection samples and make orders.
- To receive the final orders and open the retailing store.

Marketing Promotion

- **Distributors – 3**
- **A – Directly purchase and payment**

NAIBCC will establish the conventional cooperation system with distributors, which distributors will directly check and purchase the collections from the exclusive agent and make payments.

According to the actual situation, the distributors will choose a mono-store with 30-100 square meters, the distributors have to make the disposable payments of 150,000 – 300,000 RMB for guarantee fund. The distributors will have the advantages for free purchasing stock, each purchasing period is 3 months or 6 months and each new season will make the payments of last season purchasing.

If the guarantee fund is less than the payments of purchasing, NAIBCC will make the rest of payments without interests. If the cooperation terminated, all the guarantee fund will be returned by NAIBCC.

Marketing Promotion

- **Distributors – 3**
- **B – Stock Solution**

In order to attract more sub-distributors, the brand company and exclusive agent normally will implement as following according to the different brand awareness and selling.

- No stock return (High-end fashion brands)
- Part of stock return (Middle-end fashion brands)
- 100% stock return (Small or new fashion brand)

Marketing Promotion

- **Distributors – 3**
- **B – Stock Solution**

The new creative way of NAIBCC is to receive 2% services charge regarding to the total amount purchasing and the stock will be replaced 100% within the system (In accordance with the amount of stores opened in China)

NAIBCC will purchase the rest of old-season stock 100% with the price of 10% below the total amount purchasing, NAIBCC will manage the rest of stock by sales in own brand discount store.

The Analysis of Development Goal and Prospects

- **The Ultimate Goal**

To introduce 300 international fashion brands within 1 year to match Chinese market. Each brand will be developed with 1-2 distributors and 2-4 retailing stores in 39 cities in Northeast of China.

Total stores: $300 \times 4 \times 39 = 46,800$ stores

Each mono-store: 6 months purchasing = 50,000 Euro; 12 month purchasing = 100,000 Euro

Annual import: $100,000 \text{ Euro} \times 46,800 \text{ stores} = 4.68 \text{ billions Euro}$

The Analysis of Development Goal and Prospects

- **The Rational Goal**

To plan to open 15 stores by each brand within 1 year and to choose 80 brands among 300 international fashion brands

Total stores: $80 \times 15 = 1200$ stores

Each mono-store: 6 months purchasing = 50,000 Euro; 12 month purchasing = 100,000 Euro

Annual import: 120 million Euro

NAIBCC not only develop the retailing distributors , but also develop the regional and provincial distributors. Therefore, the annual import will be achieved with sustainable growth in the following year after the development of sub-distributors fulfilled by regional and provincial distributors.

The Analysis of Benefits

- **The Analysis of Benefits for International Fashion Brands**
- The international fashion brands will acquire the strong support of promotion in China market without any promotion investment, according to the analysis, the production scale and selling profit will be achieved with geometric growth.
- With the increase of the brand retailing stores in China market, the brand value increase ratio will be unpredictable. The average valuation of brand value is more than 1 million Euro for international brand which have opened more than 10 retailing stores in China market.
(The above is only refer to the added-value)
- The government of international brands will acquire the benefits of developing the local production industry, solving the employment and expect to reduce the trade deficit and increase the trade surplus.

The Analysis of Benefits

- **The Analysis of Benefits for NAIBCC**
- NAIBCC will obtain the profits based on the increase of wholesales price through the development of sub distributors in China market. In the beginning of the project, the profit will not be as high as expected, even it will have deficit. However, with the increase of retailing stores in China market, the higher profits will be achieved in the future.
- NAIBCC will achieve creating the brands industry chain and driving the development of brand distribution industry through the promotion services in China. NAIBCC will achieve the attention and support of local government; to rapidly enhance the value and social influence of NAIBCC, eventually to gain the additional value.