

Case 5: E-commerce Expansion in China

Scenario: *Luxury Fashion Group (LFG) aims to expand its e-commerce presence in China. Despite its success in Western markets, it struggles to navigate the unique digital landscape of China due to different consumer behavior and government regulations.*

Analysis Focus:

Assess LFG's digital marketing challenges in China.

Analyze consumer behavior in the Chinese luxury market.

Recommend a comprehensive digital strategy.

Guidelines:

Compare and contrast Western and Chinese consumer preferences.

Investigate local competitors and their digital strategies.

Suggest partnerships with local e-commerce platforms.