Elleshop project analysis

**Names and contact information of the team**

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**Project Title :**

Elleshop Development

**Project Sponsor:**

某个公司

**Project Objective:**

ELLE is a famous French fashion brand, fashion-oriented, feminine, modern, positive, friendly, fashionable and full of flavor of life. Elleshop is committed to introducing Chinese and foreign hot brands and designers for Chinese women. Build a diversified new fashion community.

**Motivation：**

People's income continues to increase, leading to a substantial increase in consumption, and the growth of women's clothing sector is fast. They pursue clothes that are more fashionable, better looking and better designed, which is what ELLEShop is good at. At the same time, China is a huge consumer market, opening up the Chinese market can achieve great economic benefits and brand effect.

**Research Approach:**

We gather data from flowing website：

1、China Industrial Information Network <http://www.ef360.com/> （中国产业信息网）

2、China Market Research Online <http://www.cninfo360.com/> （中国市场调研在线）

3、China apparel net <http://news.efu.com.cn/>（中国服装网）

4、China economic net <http://www.ce.cn/> （中国经济网）

By analyzing the economic situation, reading relevant research reports and statistical fashion brand management model, we carry out the preliminary project analysis and design.

**Work Breakdown Structure:**

Collect data and analyze to project plan:

Project schedule and milestones:

Project implementation

Project delivery:

Project summary: