3. The strategy of the brand re modeling, international and e-commerce which GAP has implemented are after years of gradually explored and enterprise development. The effective implementation of the strategy in addition to the effectiveness of the strategy itself, but also have a close relationship with the corporate culture, organizational structure, personnel, skills, and other factors. The strategy of GAP's e-commerce was proposed by the CEO Pressler, which originated from the corporate culture “serve the people”. In order to allow consumers shopping more convenient and have a better shopping experience, GAP set up a special online departments to implement this strategy, and hired Tobey. Lunk as director who graduated from Harvard MBA, and other staff with relevant skills website design, development to ensure the implementation of this strategy. They integrated online transaction and offline transactions together, and integrated GAP’s 4 sub brands sites into one site, In order to form the overall image of the brand.

4.As we can see from the chart 1-6:

**The chart 1, 6:** In the year 200-2001, Mickey. Drexler served as gap's CEO, with sales growth slowed, the decline in operating profit and gross profit, the number of stores / area increased, pupils of same store sales for two consecutive years of negative growth, and the company's business is in poor condition. In 2002-2006, Paul served as a CEO, through the construction of brand division, he had made GAP sales in 2004 reached 16 billion 300 million dollars, net profit reached 2.1 billion dollars, which is close to the highest in history. Over the next few years, more and more stores, the area is growing, sales, operating profit, gross profit, but showed a downward trend year by year, the company's operating efficiency is not high. In the year of 2007, Murphy served as CEO. By cutting the spending, control the inventory, improve the sales, through these methods, while the implementation of international and e-commerce strategy, making the business profit, net profit, the number of stores increased year by year in the subsequent three years, and earnings per share growth is very fast, but the sales volume have declined year by year.

**Chart 2-3:** Murphy served as CEO's 2011, GAP ranked eighth in the global apparel retailer, ranking third in the United States apparel retailer (the sales volume decreased by 0.8% compared to 2010).

**Chart 4:** Murphy served as CEO of the 2007-2012 years. He continued to reduce the number of stores of GAP, Old Navy, banana public which located in North America, but the net sales is still decreasing until 2012, on the contrary, the gap in Europe and Asia, or overseas market, has been increasing the number of stores, especially in the Asian market, from 110 in 2007 increased to 2012 years of 191, net sales also showed a rising trend year by year, it showed a good momentum of development.

**Chart 5:** In the year of 2011, compared with its competitors H&M, Inditex, Retailing, Benetton and so on, GAP was ranked third in sales, and ranked fourth in business profits, but the gross profit is the lowest (only 40.3%), the number of stores ranked second, the largest number are employees, the sales volume, integration and management costs accounted for 26.4% of sales, ranked third, Murphy cut spending, reduce inventory, reduce marketing costs, these methods still play a certain role.