

## Company and Product Introduction - Labubu

### Objective

To practice and enhance your business English skills by researching and presenting a comprehensive introduction of a company and its product. In this case, you will focus on the company Pop Mart and its popular product line, Labubu.

### Task

You are required to prepare a detailed presentation introducing Pop Mart and the Labubu product line.

Your presentation should cover the following aspects:

#### Company Overview

- **Introduction:** Briefly introduce Pop Mart. Where was it founded? When was it established?
- **History:** Provide a brief history of Pop Mart. How has it evolved over the years?
- **Mission and Vision:** What is the company's mission and vision? How do these align with their product offerings?
- **Market Position:** Describe Pop Mart's position in the global market. Who are their main competitors?

#### Product Introduction - Labubu

- **Background:** Introduce the Labubu product line. Who is the creator of Labubu? What inspired the creation of this product?
- **Product Features:** Describe the key features of Labubu. What makes it unique compared to other products in the market?
- **Product Line:** List and describe different series or editions of Labubu products (e.g., Macaron Series, Space Adventure Series).
- **Target Market:** Identify and describe the target market for Labubu. Who are the primary consumers?
- **Marketing Strategy:** Explain how Pop Mart markets Labubu. What strategies have been particularly successful?

#### Case Study

- **Success Story:** Provide a case study of how Labubu has achieved significant popularity, especially in certain regions like Thailand. What factors contributed to its success?
- **Challenges:** Discuss any challenges Pop Mart faced with the Labubu line and how they overcame them.

#### Conclusion

- **Summary:** Summarize the key points of your presentation.
- **Future Outlook:** Provide insights into the future of Pop Mart and the Labubu product line. What are the upcoming plans or trends?

#### Format

Presentation: Prepare a PowerPoint presentation with 10-15 slides. Each slide should cover one of the aspects mentioned above.

Oral Presentation: Be prepared to present your findings in class. Your presentation should be clear, concise, and engaging.

**Written Report:** Submit a written report (300-500 words) summarizing your presentation. Ensure your report is well-structured and free of grammatical errors. (考试试卷作答呈现方式)

#### Evaluation Criteria

- Content Accuracy: 40%
- Clarity and Organization: 20%
- Engagement and Presentation Skills: 20%
- Written Report Quality: 20%