

## July 2016

## 假日预定流程 - China

“借力全方位的假日产品，公司有望实现市场份额的进一步增长。为了与在线预订渠道相抗衡，传统旅行社应该将目光锁定在境外游的消费者和高端游客身上——始终致力于提升该群体消费体验。此外，通过鼓励游客拥抱‘说走就走’的旅游模式，参与更多当地娱乐活动，也有望拉动未来收益的增长。”

## 快时尚 - China

“在经过多年的快速增长之后，快时尚市场的增长正在放缓。同时，消费者对更优质产品和服务的需求也更强烈。他们对个性化款式的需求也更高，以满足多样化的品味需求。虽然竞争日益加剧，但在线零售商正采用新方式来触及那些连锁实体店还尚未开拓地区的消费者。零售商还有机会通过开发子品牌来满足消费者不断增长的多种品味需求，以及推出更多定制服装和配饰，消费者可以通过任意搭配这些服装和配饰来创建更具个性化的风格。然而，快时尚品牌需要根据消费者的需要做出更快速的反应，并通过打通线上线下渠道来与消费者进行更有效的互动，以提升消费者的忠诚度，这对快时尚品牌来说无疑是个不小的挑战。”

## June 2016

## Holiday Booking Process - China

“Companies can gain more market share through providing comprehensive holiday products. To compete with online booking channels, traditional travel agencies need to aim at outbound travellers and premium tourists and focus on improving their consumer experience. Moreover, it is also possible to boost sales revenue through encouraging tourists to take ...

## Fast Fashion - China

“After years of rapid growth, the fast fashion market is slowing down. Meanwhile, shoppers are demanding better quality products and customer service. They are also demanding more individual styles to suit diversifying tastes. Competition is intensifying, but online retail is providing new ways to reach more consumers in regions that ...

## April 2016

## 男装零售 - China

“男装市场增长放缓；消费者着装要求越来越苛刻，在线零售同时给竞争‘火上浇油’。品牌可以借助在线零售扩大市场渗透率，但同时也需要将实体店打造成为更好的客户服务中心。品牌还需要通过社交媒体与消费者互动，从而更好地回应日益多元化的消费品味和需求。因此，品牌应该为消费者提供更多个性化的服装选择，以及更多他们乐意支付溢价的精美优质时尚服饰。”

— 郭马修，亚太研究主任

## Menswear Retailing - China

“The menswear market is slowing, consumers are becoming more demanding and online retail is intensifying competition. Online retailing is helping brands to increase their market penetration, but they also need to make better use of stores as customer service centres. Brands also need to engage with consumers via social media ...