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Region/Country: East Asia – China.

Indigenous fashion products: Hanfu and Cheongsam.

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Hanfu, as the name suggests, is the traditional national costume of the Han nationality. It is also the national costume from the Yellow Emperor period to the late Ming and early Qing dynasties. Since China has a history of 5,000 years, the styles of Hanfu in different dynasties have changed to varying degrees. Our company (“Relive old Dreams”) mainly sells chest-length, waist-length jacket skirts (Zimo Yan, 2020), and other types after the Tang Dynasty in China. Qipao is also known as the cheongsam. Cheongsam originated in the Qing Dynasty. Its name comes from the fact that the Han people in the Qing Dynasty called the Manchu people Qi, so the clothing of Manchu women was called cheongsam. In the 1920s, influenced by Western clothing, the improved cheongsam gradually became popular among women. Han women introduced this kind of cheongsam into thousands of households after absorbing Western clothing styles and improving them continuously. The improved cheongsam will be lighter than the previous one and fit the human body better, showing the beauty of women (Cheryl Sim, 2021).

Fourteen countries share a border with China, western China shares a border with Afghanistan and Pakistan, southwestern China shares a border with India, Nepal, and Bhutan, northwest China shares a border with Kazakhstan, Kyrgyzstan, and Tajikistan. Northeast China shares a border with North Korea, northern China shares a border with Mongolia, southern China shares a border with Myanmar, Laos, and Vietnam. Northeast and northwest China share a border with Russia. There are six countries facing China across the sea. The Philippines, Malaysia, Brunei, and Indonesia face China across the South China Sea. South Korea faces China across the Yellow Sea. Japan faces China across the East China Sea (McKnight, 2022).

The *climate* in China is very complex. The northeast has a temperate monsoon climate, the southwest has a subtropical monsoon *climate*, southern Taiwan and Guangdong and Hainan

provinces have a tropical monsoon *climate*, the west has a plateau mountain *climate*, and the northwest has a temperate continental *climate* (Zhao & He, 2022). China's southeastern coastal areas are typhoon-prone areas, such as Guangdong, Guangxi, and Fujian Provinces. July, August, and September are the peak periods of typhoons every year (Pang, 2021). The diverse climate causes the northern part of China to be very cold in winter, and it is colder than the southern part of China; the southern part of China is very hot in summer, and it is hotter than the northern part of China; Xinjiang has a large temperature difference between day and night in summer, and the weather is very hot during the day and cold at night (Pang, 2022).

China is also very rich in *natural resources* because of the complex climate and topography. As China is rich in rice, rice has become one of the staple foods in China. It is dominant in southern provinces, such as Guangdong Province, Yunnan Province, Guangxi Province and so on (Kris Hirst, 2019). China is rich in the natural resources of coal, oil, and natural gas. China is rich not only in natural resources but also in minerals, such as aluminum, magnesium, salt, iron, steel, lead, mercury, and so on (Blaettler, 2018). The five largest coal mines in China are located in Shanxi Province and the Inner Mongolia autonomous Region (Carmen, 2022).

According to *geography*, China has borders with and faces across the sea with Vietnam, Japan, and South Korea. There are some inter-relationships between these countries. China-Japan *inter-relationship* — In the past, Japan was often influenced by Chinese culture in terms of culture and fashion, so kimonos were also influenced by Hanfu (Kimmel, 2019). Kimono is called gofuku and originates from the clothing of the Wu Dynasty (Jiang, 2022). Okinawan ryusou is also influenced by Chinese culture, Han, and kimonos. China-South Korean *inter-relationship* — Korean Hanbok is inspired by Hanfu, but there are many differences

between Hanfu and Hanbok (Logan, 2022). China-Vietnam, China-Laos, and China-North Korea *inter-relationship*— Vietnam, Laos, and North Korea have a similar government to China, all of them are communist nations (Rosenberg, 2020).

### *Interdependence*

Trade is important amongst areas because not only do they have access to more resources but provide higher income and possibilities for their citizens. One will see trade interdependencies between South Korea, Mongolia and Japan. China is the second-largest trade destination in the world, with imports worth trillions of dollars. China imports crude, iron ore, petroleum gas, gold, soybeans and refined copper. They also import integrated circuits, automobiles, auto components and spacecraft (Pines, 2022). Computers, broadcasting equipment and circuits made up the bulk of China's exports to South Korea ("China(CHN) And South Korea (KOR) trade", ` 2020). Circuits, machinery, and refined petroleum exported from South Korea were valued in billions of dollars. In the China-Mongolia relationship - Mongolia highly depends on China market, tech and capital and access to the sea (Horta, 2021). Mongolia exports of metals, textiles and mineral products to China accounted for a significant portion of its net trade (Koty, 2021).

China's second biggest trading partner is Japan. The top goods that were imported from Japan were machinery, electrical, transport equipment, and chemicals (Johnston, 2019). Other materials that are imported include refined copper, iron & steel, plastics and rubbers, and organic chemicals (*China imports from JAPAN 2022 data 2023 forecast 1992-2021 historical*, 2022). China gets goods from Japan, which benefits them because of their advanced technologies, while Japan was able to benefit from China by their low manufacturing cost (West, 2020).

### *Cultural Geography*

As most people know, there are 56 nationalities in China. The other 55 ethnic groups except the Han are called national minorities (Jiang, 2021). Every nationality *lives their lives in a different but unique way* (Sternquist, Lecture 1, 1998). The first is the written language. Although the official language of China is Mandarin and the written language is Chinese, some ethnic minorities have their own unique languages and written languages, such as Tibetan and Hmong (Zhou, Chapter 4, 2020). Hello in Chinese is 你好; hello in Tibetan is བཞིན་པ་ལཱེ་རྩེ་ལྷོ་།; hello in Hmong is Nyob zoo. The second is the difference in festivals. Most ethnic groups in China generally celebrate the Lunar New Year, but the Dai people generally celebrate the Water-Sprinkling Festival, which is also the New Year of the Dai people (Song, 2021).

### *Economic Geography*

China is not in the “*Group of Seven*” (G8) (Sternquist, Lecture 1, 1998). It is because China is a developing country (Shvili, 2021). China’s *wealth distribution* is uneven, mainly reflected in the disparity between the rich and the poor. The wealth of the rich 1 out of 10 accounts for the total income of the households 7 out of 10. The unequal distribution of wealth between coastal and inland or remote areas is mainly reflected in the early years, coastal areas first achieved economic prosperity through exports and imports of goods. Inland or remote areas have little access to exports and imports because they are not close to the coast and require a lot of time, money, and labor to transport goods to the coast. But now China is gradually making efforts to reduce the wealth gap between coastal areas and inland or remote areas, such as inland

and remote areas, where most of the laborers choose to leave their hometowns and work in urban areas, such as Guangzhou, Foshan, Shenzhen, and so on (Pike, 2022).

### *Mode of Entry*

Often, the exporting method is the easiest approach to reach a national market. Exporting saves the business the money necessary to build production facilities for the international market(Wolfe, 2018). Hanfu's mode of entry should ideally be through *export and kept standardized* because Hanfu is traditional to China, popular among Han-Chinese and well embraced by other East Asian countries(Jiang, 2022). *Speedy entry, low risk would be the advantage*. A sense of identity can be created and national values and cultural legacy can be preserved by exporting Hanfu from its original country. The Han ethnic group makes up nineteen percent of the world's population and comprises ninety one percent of the population of China (Song, 2022). As a global leader in manufacturing, China is rising. The development of China's business environment has made it a more productive and cost effective location to produce goods. China's ecosystem consists of network suppliers, component makers, and distributors (BajPai, 2022). In the article "Winners and losers", Cassidy stated Smith argued that countries benefit when they export things that they can produce more affordably than other nations (Cassidy, 2004) which in this situation would be great for China.

### *Political Risk*

China's political situation is generally stable. Although the political situation is generally stable, there are still some politically sensitive issues, such as trade relations, China-Taiwan, and the Russia-Ukraine crisis. Although China does not explicitly support which side or direct participation in the Russia-Ukraine crisis, China also receives the impact of international risks

because China has a large *domestic market* (Jun, 2022). Although the Chinese economy is affected by international risks, trade relations, pandemics, and some political factors, some American companies in China will not consider retreating from China in the short term (Bradsher, 2022). This is because in 2021-2022 China's economy is fluctuating a bit due to the pandemic, but in the first half of 2022 China's economy has grown by 2.5% compared to the half of last year (Zhou, 2022).

### *Reason for going international*

China is going international in order to *diversify its assets*. It can be profitable to broaden China's market and invest in other sound political economies. China will profit more as it sells and exports more products. Investing in foreign markets instead of relying solely on one's own domestic market makes the business more money (Gumusten, 2021). A country can reduce its risk of having its portfolio destroyed by a single unwanted outcome by diversifying its investments among a range of assets. As a result, its money is preserved and risk-adjusted returns are boosted (Lioudis, 2022).

### *Stage of Retailing*

The industry of our company("Relive old Dreams") is the Hanfu industry, a brand new industry. Hanfu has a long history dating back thousands of years, as time progressed it underwent numerous transformations. A return to tradition has only begun in recent years, with the Gen Z and Y (age 9-24) shopping carts reviving a time-honored Chinese tradition(Jane, 2021). Although Chinese people do not wear Hanfu daily, they still choose to wear Hanfu on special occasions, such as Chinese weddings, Etc. The production of Hanfu can be regarded as a

"luxury" because the production of Hanfu includes many different embroidery methods (Mengyun, 2021).

The Hanfu industry is now in a stage of *Growth and Adaption*. Consumers in this industry are also huge. Hanfu fans almost doubled from 3.56 million in 2019 to more than 6 million in 2020 (Mengyun, 2021). Because the group of consumers is too large, we will also face many competitors, more companies will enter the industry to compete fiercely, and the price reduction standard will be established (Sternquist, Lecture 2, 1998) In addition to falling prices, we also need to keep the uniqueness and quality of the product consistent to ensure consumer loyalty to the brand (Sternquist, Lecture 3, 1998). When the industry matures and promotes the brand to internationalization, it can obtain more consumers and generate more income for the enterprise. When businesses are diversified, companies are better able to acquire talent (Neil, 2020).



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