

The “Made in Italy” in the Chinese Market

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Introduzione

Today, expanding a business across borders has become one of the most used suggestions for the international marketing strategy. More and more companies have chosen to be involved in the internationalization activities. There are more capital and financial flows all over the world. With such kind of world economical background and trend, the aim of this thesis is to utilize the “made in” effect, further dig out the comparative advantages of the Made in Italy products among the world and to analyze the possibility of marketing in the Chinese market, particularly the opportunities and the challenges.

In this thesis we will firstly review the main internationalization theories and display the methods of entry into a foreign market. We would review the 4P theory (Product, Price, Promotion and Place), as a foundation which would be further utilized as a marketing mix in the case study in the last chapter. We will also focus on the “Made in Italy” products, mainly on the clothing and fashion industry, the food and beverage industry, the automatic machine industry and the furniture and decoration industry. In the following chapter, we will introduce the related industries in the Chinese market to illustrate the economical and political environment for foreign companies to invest in this market. In the case study, at the last part, we have taken the brand “Kappa” as an example to study how to succeed in the Chinese market.

In conclusion, today there are more and more companies that have made tentative tries in the Chinese market, some have won, some have lost. The most important things are to make a better research, a complete self evaluation and find the right opportunity to enter that market.