

The analysis of China

14th

Apr

2025

OK but for what?

Braces Gang

S1263031 Yena f

S1263036 Ann family

S1263038 Charlie names

S1263041 Mia

S1263052 Sandy



Table Of Contents

● Introduction	3
● Objectives	3
● People's lifestyle	3
● Economic analysis	4
● Population	
● Economic Statistics	
● Transportation	
● Communication and Internet	
● Dominant Economic Activity	
● Currency	
● Trade Restrictions	
● Distribution Channels	
● Media	
● Culture	7
● Geographic	
● Social institutions	
● Political system	
● Legal system	
● Social organization	
● Religion	
● Arts	
● Living conditions	
● Clothing	
● Language	
● Summary form	11
● Conclusion	11
● Reference	12

ugly.

Use Word.

Introduction

Drip bag coffee is a simple and convenient way to enjoy freshly brewed coffee — all you need is hot water and a cup. Open the package, hang the filter on the cup, pour in hot water, and let the rich aroma fill the air. No machines, no hassle — just great coffee, anytime, anywhere.

In China's fast-paced lifestyle, drip bag coffee has become the perfect pick-me-up for office workers, a cozy ritual at home, and an essential companion for travel and camping. Whether at your desk, home, or the great outdoors, a good cup of coffee adds warmth and flavor to every moment. ✓

Objectives

- ⑤
- ① Economic ③
1. Understand Local Culture & Consumer Behavior
 - ~~2. Position Drip Bag Coffee as a Lifestyle Product~~
 3. Integrate into Key Usage Scenarios ?
 - ~~4. Build a Localized & Sustainable Brand Presence~~
- No
- 1, 2, or 3?

Where might our product fit in their lives?

In China's fast-paced and ever-evolving lifestyle, drip bag coffee perfectly fits into the rhythm of modern life with its convenience, quality, and sense of ritual. Whether it's a quick pick-me-up at the office, a late-night boost for students during exam season, or part of a cozy morning routine shared on social media, drip bag coffee naturally integrates into everyday moments. As glamping and outdoor activities grow in popularity, their portability and no-equipment-needed nature make them the ideal choice for coffee lovers on the go. Meanwhile, with its sleek and thoughtful packaging, drip bag coffee has also become a stylish and practical gift for business occasions. From office desks to dorm rooms, from living rooms to campsites, drip bag coffee blends seamlessly into the lives of Chinese consumers, offering a warm, flavorful experience anytime, anywhere. maybe

ideas - good

Economy

1. Population

- **Totals:** China has the largest population in the world, approximately 1.4 billion.

- **Age & Sex Distributions:**

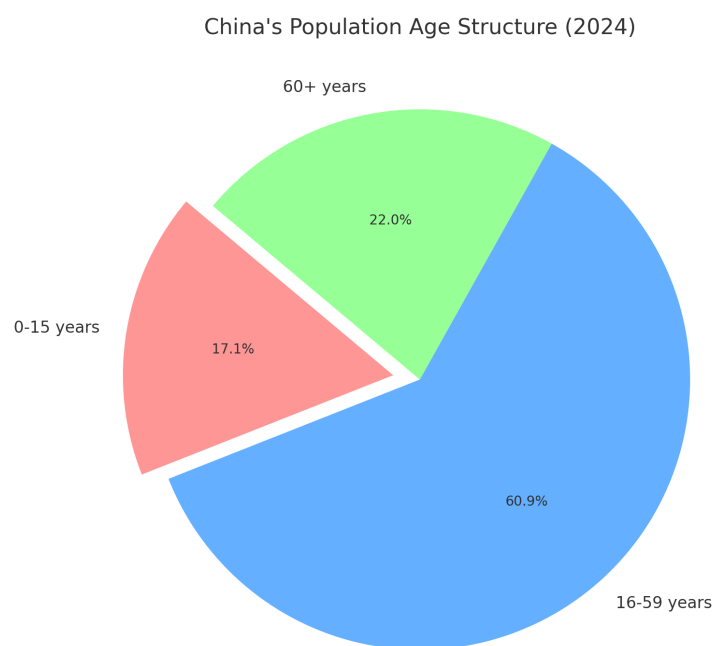
The aging population is increasing, with a growing proportion of people aged 60 and above.

- The gender ratio is becoming more balanced, with slightly more males than females.

- **Geographic Spread:**

- The population is concentrated in eastern coastal provinces such as Guangdong, Jiangsu, and Zhejiang.

- Urbanization is accelerating, with major city clusters (e.g., Beijing-Tianjin-Hebei, Yangtze River Delta, Pearl River Delta) attracting large populations.



Source?
in Footnote or
endnote
Figure X +
Title.

So why not
here?

2. Economic Statistics

- **Gross Domestic Product (GDP):** As you can see in Figure J, China is the second-largest economy in the world, with a GDP of approximately \$13 trillion in 2024 (Figure K, China's Real GDP(2014-2024)).

- **Income Per Capita & Family Income:**

- GDP per capita is around \$12,000 (IMF data).
- Significant income disparities exist, with urban households earning much more than rural ones.

- **Distribution of Wealth:**

- Urban-rural and regional wealth gaps are prominent but narrowing.
- The growing middle class is driving consumption upgrades.

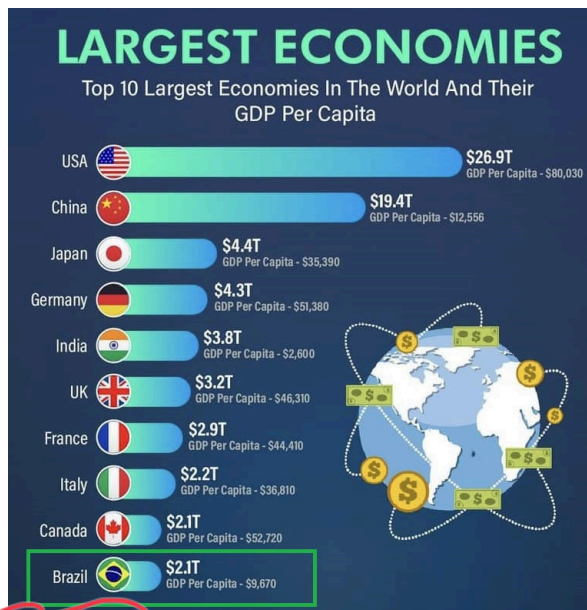


Figure J, Top 10 World Economies and Their GDP per Capita

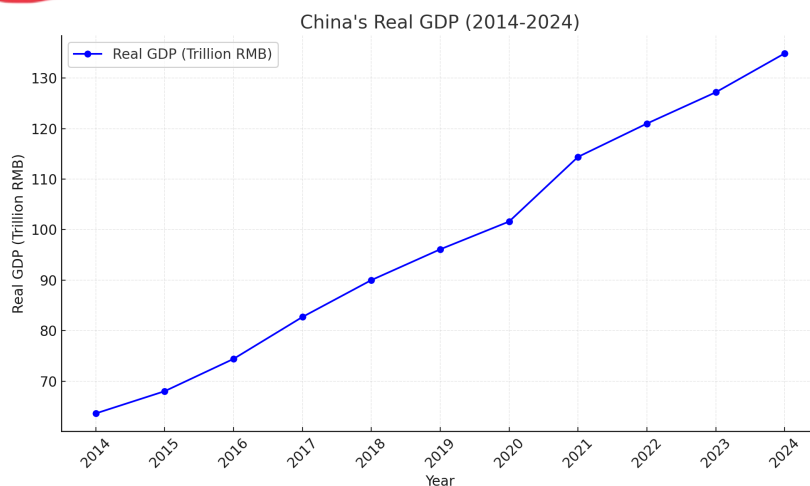


Figure K, China's Real GDP(2014-2024)

3. Transportation

- **Types & Quality:**
- High-speed rail networks are world-class, and metro systems in cities are expanding rapidly.
- Extensive highway networks exist, but rural infrastructure still needs improvement.

4. Communication and Internet

- **Types & Quality:**
- Internet penetration exceeds 75%, with high adoption of mobile payment systems (e.g., WeChat Pay and Alipay).
- 5G networks have extensive coverage, fueling a thriving digital economy.

5. Dominant Economic Activity

- **Manufacturing/Services:**

- As you can see in Figure L, Manufacturing remains a key part of the global supply chain, with rapid growth in high-tech sectors like semiconductors and EVs.
- Services contribute over 50% of GDP, led by e-commerce and tech giants like Alibaba and Tencent.

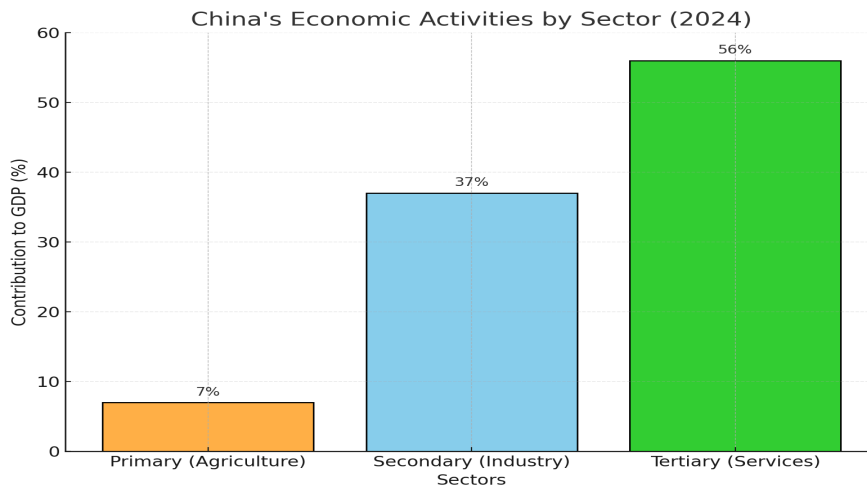


Figure L, China's Economic Activities by Sector(2024)

6. Currency

- **What Currency: Renminbi (RMB or CNY).**

- **Exchange Rates:**

- RMB exchange rates fluctuate based on global economic trends and domestic policies.

7. Trade Restrictions

- **Notable Controls:**

- Trade frictions with some countries have led to export controls in sectors like high-tech.
- Import tariffs exist but are balanced by policies supporting cross-border e-commerce.

8. Distribution Channels

- **Size & Type of Retail Outlets:**

- E-commerce platforms (e.g., Tmall, JD.com) dominate, while physical retail is slowing.

- **Markup:** High margins for premium goods; competitive pricing for consumer goods.

- **Dominant Payment Methods:** Mobile payments (WeChat Pay, Alipay) dominate, with cash usage declining.

- **Relevance of Middlemen:** E-commerce reduces the role of middlemen, allowing brands to reach consumers directly.

- **Market Characteristics:**

- E-commerce relies on pull strategies (attracting consumer searches).
- Physical retail relies on push strategies (promotions and distribution channels).

9. Media

• Dominant Forms:

• Social media platforms (e.g., TikTok, Red Note) have a massive influence.

• Traditional media like TV and newspapers are declining, while short-video platforms dominate marketing.

• Social Media Use:

• Younger consumers extensively use TikTok, Weibo, and Red Note for content and shopping.

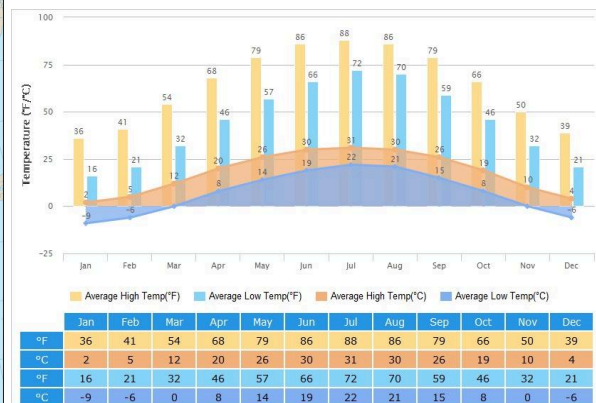
• Brands need creative social media content to attract consumers.

Culture

1. Geography

China is located in **East Asia**, on the **western coast of the Pacific Ocean**. It is **close to Taiwan** and borders several countries, including North Korea, Vietnam, India, and Mongolia. With a vast territory spanning five time zones, China nonetheless uses a single standard time across the entire country—**Beijing Time**.

In terms of climate, China is significantly influenced by alternating winter and summer monsoons. Compared to other regions at the same latitude, China experiences colder winters and hotter summers, with **significant annual temperature variations**. Precipitation is concentrated in the summer, giving China a **continental monsoon climate**.



2. Social Institutions

Traditionally, Chinese society is influenced by Confucianism, focusing on family and patriarchy. With social evolution, economic improvement, and Western influence, traditional views on family are gradually changing, and gender equality is improving.

In China, **family has a stronger influence** than in Western societies. People generally **prioritize family**, and **children grow up under strong family guidance**.

Regarding education, **compulsory education ends at junior high school**, but around **90% continue to high school**. As of 2023, the **university enrollment rate exceeds 60%**, showing significant progress compared to the past.

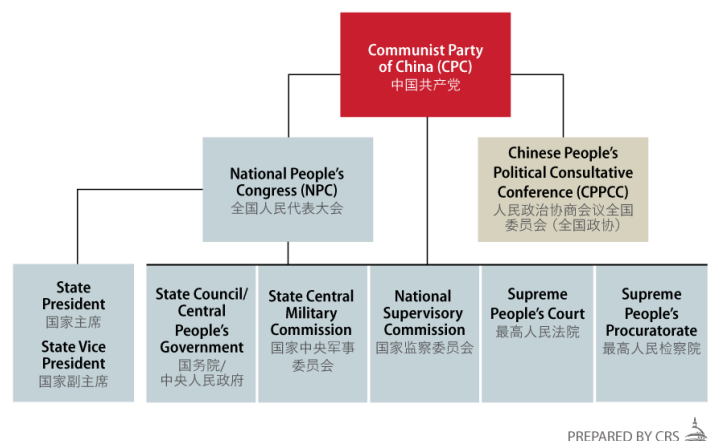
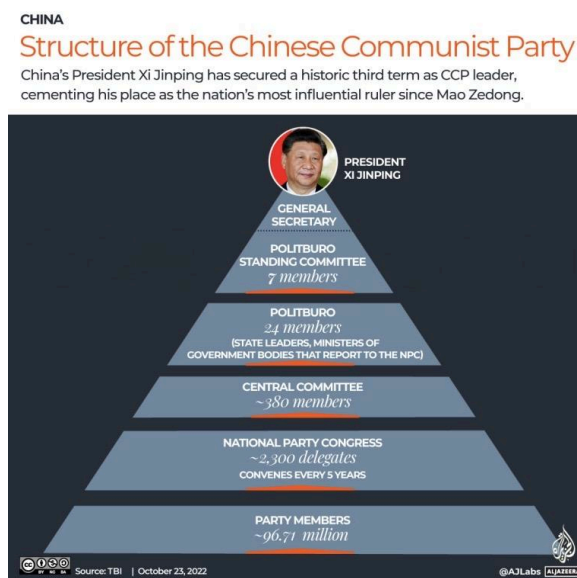
3. Political System

China is a socialist country led by **the Communist Party of China (CPC)**. **Hong Kong and Macau** are governed under the principle of **“One Country, Two Systems.”** According to the Constitution, **sovereignty belongs to the people**, but in practice, **the Communist Party holds the highest power**.

In China, power is highly centralized in the **CPC Central Committee**, especially the **General Secretary**, who is the **top leader**. The Party holds **dominant power** and often **influences administrative and legal operations**. This centralized power structure ensures high political stability.

The main state organs include:

- **National People’s Congress (NPC)**
- **State Council**
- **CPC Central Committee and Politburo Standing Committee (the highest decision-making body that determines major national policies)**



4. Legal System

China’s legal system belongs to the **Chinese Legal Tradition**, also known as the **"Code System"**, which originated in China and influenced other East Asian countries (like Japan, Korea, and Vietnam).

The **Constitution of the People's Republic of China** is the supreme law and the **basis for legislation**, but **cannot be used directly in lawsuits**. **Basic laws** are enacted and amended by the **National People's Congress (NPC)** and its **Standing Committee**.

China's major legal categories include:

- **Civil and Commercial Law**
- **Administrative Law**
- **Economic Law**
- **Social Law**
- **Criminal Law**
- **Procedural Laws (litigation and non-litigation)**

How connected to
coffee / food?
Not so much.
OK

OK The legal system plays an important role in society by maintaining order, resolving disputes, and protecting rights. It covers areas like marriage and family, labor and employment, consumer and property rights, administrative violations, and criminal justice.

5. Social Organization

Repeat.

China is generally regarded as a **collectivist society**, shaped by traditional culture and the socialist system. Family and clan concepts are strong, with family reputation and unity considered central. From schools to workplaces, emphasis is placed on collective interests, urging individuals to prioritize the group and obey organizational arrangements. Moreover, the **government** plays a **dominant role in social management**, maintaining order through systems like neighborhood committees and work units.

Culturally, China leans toward being a **multiethnic and multicultural society**, but this diversity exists under a framework of strong political centralization and uniformity.

Although Chinese culture appears unified, many regions have distinct ethnic characteristics. For example, the **Uyghurs, Tibetans, and Mongolians living in border areas** have cultures and traditions very different from the Han majority. Similarly, regions like **Hong Kong and Macao, once governed by Western powers**, have developed unique lifestyles and values, which sometimes conflict with the central government. In addition to Mandarin and traditional folk beliefs, China also has a wide **variety of ethnic languages and religious beliefs**.

Administrative Divisions of the People's Republic of China (PRC)



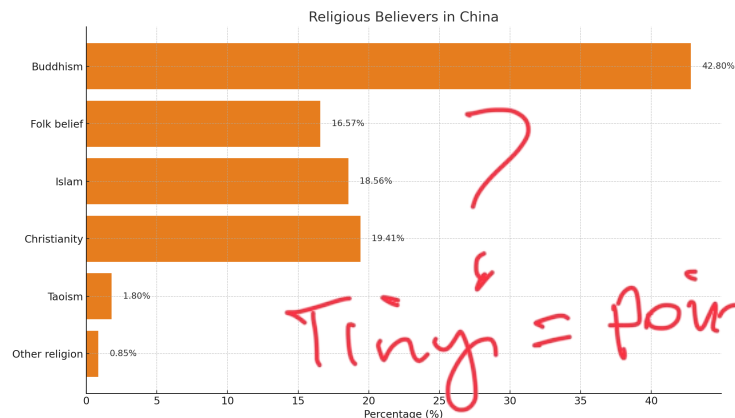
→ Figure X

6. Religion

China is officially atheist, yet traditional beliefs such as Buddhism, Taoism, and folk religions remain deeply ingrained in society. Festivals like Lunar New Year, Mid-Autumn Festival, and Qingming Festival are tied to ancestral worship and rituals. These holidays emphasize family gatherings, offerings, and the exchange of gifts.

Idea: Cultural festivals that involve gifting and rituals offer opportunities for integrating meaningful, high-quality products.

Implication: Drip coffee can be positioned as a symbolic and elegant gift during holidays like Mid-Autumn Festival, where presenting offerings or thoughtful items is customary.



7. Arts



China's dominant arts include calligraphy, ink painting, porcelain, and paper cutting. In modern times, artistic packaging and cultural symbols remain highly influential in consumer decisions.

Idea: Integrating traditional aesthetics into product design enhances cultural resonance.

Implication: Drip coffee packaging can adopt ink-painting or porcelain-inspired designs to increase

emotional appeal and cultural value.

8. Living conditions

While tea remains dominant, coffee is gaining popularity, especially among young professionals in cities who value convenience and quality.

Idea: Coffee complements the lifestyle of modern, health-conscious urban dwellers.

Implication: Drip coffee offers a convenient and stylish option that suits the busy urban lifestyle.

9. Clothing

Recently, a "new Chinese style" (新中式) movement has emerged, mixing traditional Chinese style and modern clothing, especially among young people.

Idea: Guochao fashion reflects the growing desire to integrate cultural identity with modern aesthetics in everyday life.

Implication: We can emphasize traditional art-inspired packaging as part of the trend. This allows drip



coffee to be positioned not only as a beverage, but as something that fits naturally into stylish daily rituals and fashionable social sharing.

10. Language

Mandarin Chinese is the official spoken language, with Simplified Chinese as the writing standard. English is commonly used in business and among young people in urban areas.

Idea: Bilingual packaging increases accessibility and modern appeal.

Implication: Using both Simplified Chinese and English on drip coffee packaging appeal to urban business professionals, achieving a higher market share in the key coffee-consuming demographic.

Summary form

What is important to you from economic analysis?

- **Clear Target Audience:** China's urban population is massive — office workers and students have a strong demand for convenient, high-quality coffee.
- **Consumption Upgrade:** The growing middle class is willing to pay for "quality + convenience." Drip bag coffee fits perfectly as an "affordable indulgence."
- **Advanced E-commerce & Mobile Payments:** With online shopping and mobile payments dominating, brands must be present on platforms like Tmall, JD.com, Xiaohongshu, and Douyin.
- **Strong Social Media Influence:** Young consumers are highly engaged with short videos and unboxing content, making it ideal to promote with scenario-based storytelling like "study essential" or "workday energy boost."

What is important to you from cultural analysis?

- **Festival Gifting Culture:** Drip coffee can be positioned as a meaningful and elegant gift during traditional holidays like Mid-Autumn Festival, when gift-giving is an important ritual.
- **Urban Lifestyle & Convenience:** Young professionals in Chinese cities value convenience and quality—drip coffee fits perfectly into their busy daily routines as a stylish and efficient beverage option.
- **Cultural Aesthetics & "Guochao" Trend:** Incorporating traditional Chinese art elements into packaging aligns with the growing cultural pride and the "new Chinese style" aesthetic popular among younger consumers..

How might the customer make your product part of their lives?

- **Daily Boost | The Perfect Companion for Work & Study**
Busy professionals and students can easily brew a quick, energizing cup anytime — no machines, no hassle.
- **On-the-Go Convenience | Great for Travel, Commuting, and Camping**
Lightweight and portable, drip bag coffee is ideal for life on the move — just add hot water, anywhere.
- **A Tasteful Ritual | Stylish for Gifting or Self-Care**
With elegant, Chinese-inspired packaging and rich aroma, it's perfect as a thoughtful gift or a refined daily indulgence.

Conclusion

answer your objectives here.

Drip bag coffee aligns perfectly with the fast-paced, convenience-driven lifestyle of modern Chinese consumers. Its portability, simplicity, and refined presentation make it more than just a beverage — it becomes a daily ritual, a thoughtful gift, and a symbol of taste. By tapping into cultural aesthetics, urban habits, and gifting traditions, drip bag coffee has the potential to deeply connect with China's growing market of young professionals, students, and lifestyle-conscious individuals.

Reference

Economic Statistics

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Currency

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Population

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https://en.wikipedia.org/wiki/Demographics_of_China

Dominant Economic Activity

https://www.stats.gov.cn/english/PressRelease/202502/t20250228_1958822.html

Political system

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Social institutions

https://news.eol.cn/yaowen/202410/t20241001_2635633.shtml

<https://ls.chiculture.org.hk/tc/idea-aspect/547>

Religion

https://www.gov.cn/zhengce/2005-05/26/content_2615747.htm

https://www.researchgate.net/figure/The-proportion-of-believers-in-various-religions-in-China_fig2_360603017

Legal system

<https://flk.npc.gov.cn/>

https://www.gov.cn/zwgk/2011-10/27/content_1979526.htm

International Marketing

Objective 1

Feedback on country choice

GROUP NAME: Braces Gang

ORGANIZATION:

Report received? Yes All peer reviews? Yes PPT ready? Yes

PRESENTATION START – does it fit with feedback and class review? Choose an item.

Good afternoon! My name is XXXX and these are my team members YYYY, ZZZZ and NNN. The objective of today's presentation is _____. The presentation will last about 10 minutes. Our agenda is in X parts. First . . . Second . . . Let start with, [First agenda point]

PRESENTATION FLOW

General points presentation organization:

- Is there are clear agenda and, so structure? Yes - very clear
- Is there animation? No
- Is the style consistent e.g., are font sizes the same through the presentation? Yes
- Do team members listen to each other? What is going on? Where is my 'phone? Is it over? Who cares?
- Does this look like a team? Maybe . . . mixed signals about knowledge and group cohesion

Specific notes on presentation content

Very good start – controlled. Smooth. Good use of notes. Reduce the words on the slide. Animate (you have slide transitions but not animation. That about wraps up Now X will continue the presentation

Good interpretation of the graph – this graph tells us – young/working people Next, economy *statistics* (good direction)

All is clear but make your voice a little louder and try not to read from the notes. Next, media (good)

It is clear – but more volume! Drop the left hand to your side (relax!) Geography – China itself is huge without looking too much outside the borders. Do not click for new slide for the next presenter her (let her do it)

International Marketing

Objective 1

Feedback on country choice

Notes – ok. Time is up.... Practice before hand to avoid this problem. Speaking faster . . . = less communication

FEEDBACK ON THE REPORT

Overall:

Attractive cover page Yes Table of contents No Introduction Yes Objectives Yes Conclusion Yes

Summary feedback on the report:

There is much that is good in your report. I appreciate how you are thinking about the information you are collecting and how it connects with your product -- good. The "implications" sections are good. However, there is also plenty of opportunities for learning:

- The objectives are confused. Check the brief. There are three things to focus on here
- Take the objectives through to the conclusion
- Be consistent. Why are some figures labelled and some not?
- Feel the power of Word. Move from an ugly table of contents to a professional one -- and save time, too.
- Avoid general terms in business (the market is huge) instead be specific (the market consists of X consumers)

You have an interesting focus. Follow through with that single group of customers in this project.

85%