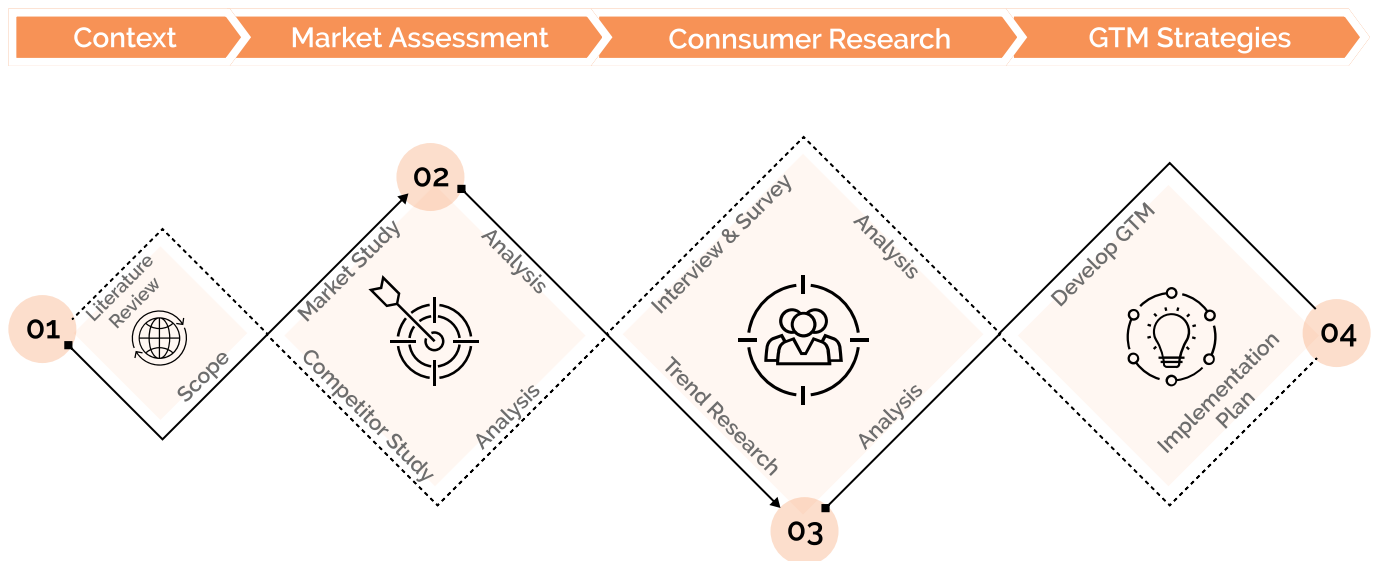


Product Localization Go-to-market Strategies

for an international company X to launch a new product in China market

Company X is a renowned engineering and technology corporation based in Germany that has established a prominent presence in China for over a century. This study aims to assist Company X in its transition towards green technology by developing a strategic plan for introducing its new product in the Chinese market.

Process



Result

The Go-To-Market (GTM) plan proposed in this research is intended to be transformative for both the ASHP product line and Company X's overall brand experience in China.



Key Deliverable 1: Redesigned Flagship Store

Efficient Explorer



BreathEasy Builders



Luxury Luminary



Key Deliverable 2: Three consumer target persona and strategies to fulfil their needs

Angela Cai
Product Localization Go-to-market Strategies
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product in China market.
31th, August, 2023 | SPD

Committee Dr. ir. van den Hende, E.A.
MSc. Bakker-Wu, S.
Company Kevin Chen

