

Cases–English

We have divisions of marketing and consulting, both involve two cases respectively. You can choose one of the four cases below to be your work, and please remember to submit your PPT and report by **23:59 (Beijing time) May 3rd, 2020**. The channel of submission and relevant information of cases, we will send you after your application in our competition.

Marketing

Case Study 1 – Baman Technology

Baman Technology is a restaurant company specializing in Hunan (a province in China) rice noodles. Its predecessor was Beijing Funiutang Catering Culture Co., Ltd., which was founded in 2014 by Peking University student Zhang Tianyi and his team. The company became popular because of the article "Why I Sell Rice Noodles After Graduating From Beijing University With A Master Degree", and the rice noodles sold by the company are called "Master Noodles". Baman Rice Noodle is representative of emerging catering company in China. With the benefits of Widespread Entrepreneurship policies and its authentic taste, Baman has attracted many domestic and foreign media including People's Daily, CCTV, Wall Street Journal, etc, as well as nearly 100 million RMB of funding from Huaxing Capital, Zhen Fund, etc.

"Baman" means "never give up" in Hunan dialect. From the original four-person stall to the restaurant chain it is now, Baman relied not only on opportunities but also the "Baman" spirit of its team. Today, Baman Rice Noodle seizes the development trend of the Internet of Things and incorporates both online and offline business models to further expand its market. In 2018, the turnover was nearly 400 million RMB, of which online takeaway and convenient packaging rice noodles accounted for 70%, while in-dining accounted for 30%.

However, just as Baman was preparing to expand its offline business, the in early 2020, Covid-19 hit the Chinese catering industry severely. Under the epidemic, Baman's switched its focus to semi-finished instant rice noodles, and quickly established a new media distribution channel. In only three to five days, the sales of Baman's semi-finished instant rice noodles on Tmall and other channels increased by 300%. Now that the country is gradually resuming production, how can Baman expand its customer base and improve competitiveness in the face of a rapidly changing market? How can the brand keep its leading position?

Your client is Baman Technology. Please analyze the materials provided, find potential problems, and propose a suitable marketing and development plan to help Baman expand its customer base.

Case Study 2 – Credamo platform

Derived from "Creator of Data and Model", Credamo is a professional research and modeling data platform developed by Beijing Yishumofa Technology Co., Ltd. It is committed to providing large-scale research, data collection, modeling analysis and

other customized services for research institutions, companies and individuals. It enable users to easily design questionnaires, conduct random group experiment, complete subject payment and perform statistical modeling.

Credamo is committed to acting as a driving force in industry transformation and to creating a platform with internationally leading standards. To aid its consumers in data analysis, Credamo integrates data collection, data analysis, report making and decision-making with high efficiency and accuracy. This makes enterprise data truly valuable, and empowers companies to make business decisions.

The core customer groups of Credamo are top universities, governments, and enterprises both home and abroad. Its core competitiveness are reflected in three aspects. first, the process of questionnaire design is broken dwn into modules, and can produce complex questionnaires such as random experiments. Second, the online participant database allows quick data recovery of thousands of questionnaires in only one hour, and can meet special needs such as multi-period tracking and matching. Third, statistical modeling, such as linear regression and structural equation modeling, can be completed directly online after data collection, without using traditional software.

Consulting

Case Study 1: The Translation Industry

Although China's translation industry only started in the 1970s, it has risen rapidly, with a market output value of 30 billion in 2019. In recent years, the "Belt and Road" strategy and various other types of international cooperation have been promoted in depth. Internet technology has developed rapidly, as did the demand for multilingual services in global web conferences, telephone paging, and video exchange. Since China joined WTO, more corporations than ever have been extending business overseas. In the same time, the introduction of technology and capital has posed specific demands for talents in translation. The translation industry is truly thriving in this increasingly globalized world.

At the same time, there is still much room for improvement within the industry. Firstly, the domestic translation industry has not yet fully formed, and the prospect of industrialization is uncertain. Secondly, the development of the domestic translation industry is currently uneven. In addition, destructive competition abound. Many have offered low quality service at a low price, seriously disrupting the order of the market.

The translation industry faces still other challenges. As artificial intelligence develops in the recent years, machine translation has quickly ocupied a large market share, posing significant difficulties for human translators, although the convenience of machine translation also indicates the great potential in the field. While the booming businesse of e-commerce call for the development of online translation, issues in models and ideals meant that mature human translation platforms are few and far between. Furtherore, although more and more companies are taking localization jobs, the lack of specialized translators has led to sub-standard outcomes.

Amid the complicated global condition in this Covid-19 outbreak, we would do well to consider some questions about the translation industry. What is the most competitive market segment in the translation industry? What innovative business models will emerge in the future? How will the translation industry develop in the next five years? The translation industry faces crucial changes. What are the challenges and

how to deal with them? If new customer groups are to be developed, which groups should be prioritized? How to integrate new strategies with existing businesses? Your client is a company in the translation industry, which wants to improve its existing business or develop new business models. Please analyze the development of the translation industry in China, and propose solutions for your client based on the materials provided.

Case Study 2: JK fashion industry

Shirts, sailor suits, and short skirts – these elements comprise the JK uniform fashion that has become popular in recent years. JK is short for “high school girls” in Japanese, and JK uniform refers to the girls’ uniform in Japanese highschools.

When JK culture was first introduced to China, uniforms were mostly produced in small workshops, and the fabric quality and workmanship were relatively poor. Coupled with lack of publicity, the culture had been an. With the rise of social media and short video platforms, more and more people grew interested in JK culture. Some regular brand foundries have recently become involved in production, and there was a leap in the variety and quality of uniforms. Nowadays, there are relatively many players in the JK uniform market. Manufacturers generally cooperate with the brands. Among the top brands are Zhongpai, Gengdou, Yanzi, Youma, Tujishe, etc. The customer group is represented by college students.

Brands often use a reservation-based sales mode, and each uniform is on shelf in limited time and quantity. This means there is often a shortage in supply, and some consumers are even willing to wait for months for a uniform. Some second hand out-of-stock uniforms can be several times more expensive than new ones. In addition, with the rise of social media, short videos, and live webcasts, many JK uniform brands have looked to influencers to sell their products. Some companies have built influencer training bases, and some have approached universities to engage college students in brand design, so as to realize the concept of “for us, by us.”

Standing at the intersection of development, some questions about the JK uniform industry are worth considering. What is the most competitive market segment for JK uniform? What innovative business models will emerge in the future? How will the JK clothing industry develop in the next five years? The JK uniform industry is facing critical changes. What are the challenges and how to deal with them? If new customer groups are to be developed, which groups should be prioritized? How to integrate new strategies with existing businesses? Your client is a JK uniform production factory company. Please analyze the development of the JK uniform industry in China, and propose development plans for your client based on the materials provided.

Demo BFSU Innovative Challenge Committee