

# LAN HUI

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## GLOBAL IMMERSION COURSE G5

### Global Strategy : Digital and Customer Centric

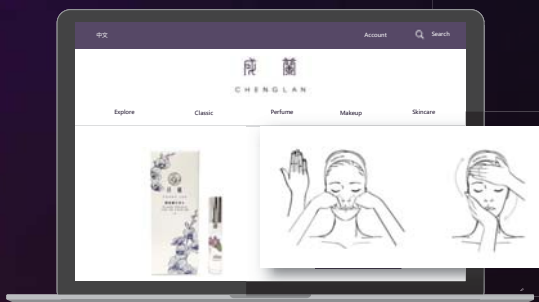
Mission : To give everyone the experience of the well being because our body has no price

Vision : To be known by 2025 by all the european market

Value : 100 % natural , Human well-being , balance between life force

### Packaging Improvement

Use different material and attractive package  
→ improve the image (high-end)



### Website Improvement

- Clearer Layout
- Attractive design in more luxurious colors
- User-friendly list (eg. add a search bar)
- English version
- Precise user guidance
- FAQ page
- Mobile version



### Pricing

- Willingness of people to pay that price for the product
  - Depending on the strategy chosen and the targeting of Lan Hui
  - Prices established by competitors
- Increasing prices  
→ Keep actual prices

### Distribution Channel

- E- Commerce
- Luxury Perfumerie stores
- Well-known local craft shops