

The University of Macau

Faculty of Business Administration

Adaptive Product Strategy of China Marketing for Macau Clothing Enterprises

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Table of Contents

Chapter1 General Introduction

1.1 Statement of Objectives	-----1
1.2 Scope of the Study	-----6
1.3 Definition of Key Terms	-----7
1.4 Limitations of the Study	-----8
1.5 Organization of the Report	-----10

Chapter2 Review of Existing Literature

2.1 Summary of Different Viewpoints	-----12
2.2 Critical Evaluation	-----28
2.3 General Conclusion	-----30

Chapter3 Conceptual Framework and Methodology

3.1 Conceptual Framework	-----31
3.2 Statement of the Core Questions	-----33
3.3 Research Methodology	-----34
3.4 Relationship between the Core Questions and Objectives	-----35
3.5 Discussion of Data Obtained	-----36

Chapter4 Analysis of the Data

4.1 Interview Results	-----38
4.2 Macau Clothing Industry	-----46
4.3 Identify Answers of the Core Questions	-----59

Chapter5 General Conclusions

5.1 Restatement of Objectives	-----114
5.2 Conclusion of the Core Questions	-----115
5.3 Suggested Area for Further Research	-----124
5.4 Implication of the Study	-----125

Bibliography ----- 134

Appendix ----- 138