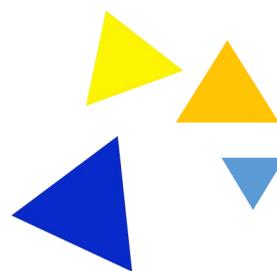


Sample Papers

BRICS-FS-22

Digital Capabilities for Business

2022 BRICS Skills Competition
(BRICS Future Skills Challenge)



Module 1: Product digital analysis

Score: 100 points

Duration: 180 minutes

(I) Background

Dianshang is a historical and well-known traditional supermarket. As the Internet and smart phones are popularizing, the electronic consumer product department started online marketing a few years ago. The sales performance starts getting better, especially in small home appliances and mobile peripherals.

To further improvement, Dianshang company wants to make sensible decisions by the impact of digitalization, particularly in the following areas.

- a) Collect market data using questionnaires.
- b) Forecast market demand accurately based on historical data analysis using moving average method
- c) Analyze product portfolio
- d) Conduct product planning and design

(II) Requirements

Task 1 Market data collection

In order to increase sales, Dianshang is looking for new opportunities in the student-oriented market by focusing on young and dynamic portable power bank. To understand the specific needs of the student population for portable power banks, you are going to design a questionnaire for conducting a survey on students who own portable power banks.

The aim of the survey is to understand the brands of power banks currently used by students, the reasons when they purchased a portable power bank, the functions and parameters, and the different needs of male and female students. The survey can help us understand what the students really need.

Answer Sheet

1. Choose the most appropriate group of people to be researched based on the goals of the survey.

- a) Age group of the target interviewee
 - 0 to 11 years old
 - 12 to 21 years old

- 22 to 31 years old
- 32 to 41 years old
- 42 years old and above
- b) Occupations of the target interviewee**
- Students
- Teacher
- Doctor
- Engineers

2. Questionnaire design

Choose the most appropriate questions from the following list based on the Market Research and Development Design Proposal (Attachment 1.1) to form a complete questionnaire.

a) Screening questionnaire section

This section aims to screen interviewees if they are the target group of people. Choose the question which can identify our target group of people.

- What is the size of your family?
- How is your health?
- Are you a student?
- What is the name of your school?

Choose the most important question related to the target population and products that need to be identified.

- Do you have a portable power bank?
- Are you ready to buy a portable power bank?
- Do you have a smart phone or other mobile electronic devices?
- Do you agree that students should have a smart phone?

b) Basic information section of the questionnaire

This section is to define the basic information about the users. It can provide data to support the result analysis.

Choose the most relevant question about the target people.

- Which income range are you in?
- Where is your hometown?
- Which age group are you in?
- Which gender are you in?

c) Main part of the questionnaire

This section aims to know the main specification of a ideal portable power bank for the target group of people.

Choose eight questions that are the most relevant to the objectives of the research.

- When did you buy your current portable power bank(s)?

A In product promotion activities

B Purchased with other equipment

C When it is necessary

D Other (please fill in the bank) _____

What is the main reason when you buy a portable power bank?

A Backup for daily use

B Frequent travelling

C Frequent use of mobile phone / insufficient mobile phone battery life

D Other (please fill in the bank) _____

What brand(s) of your portable power bank(s) do you have?

A Bull

B PISEN

C MI brand

D UGREEN

E Other (please fill in the bank) _____

What is your impression of the brand when you bought your portable power bank?

A Powerful functions

B Calm and airy

C Stylish and trendy

D Practical but simple

In which aspects do you dissatisfy with your current portable power bank?

More than one options can be chosen.

A Size

B Appearance design

C Product performance

D Brand premium

E Lack of some practical functions

F None

How often do you replace a portable power bank?

A Never

B Less than six months

C Almost a year

D Once every few years

Which devices are your portable power bank used to charge to? More than one options can be chosen.

A Smart phone(s)

B Handheld game player(s)

C Laptop(s)

D Video player(s)

E Other (please fill in the bank) _____

In what reason do you change your portable power bank?

A More powerful function(s)

B More user-friendly

C Enough consuming power

D Mood

E Breakdown

F Other

Which specification do you value the most?

A Capacity

B Multiple ports

C Full range of fast charging protocols

D Support for laptop charging

E Other (please fill in the bank) _____

What factor would be your main consideration when choosing this power bank?

A Trendy appearance

B Functions

C Brand premium

D After-sales services

In what percentage do you raise that your current portable power bank(s) can meet your needs?

A 100%

B 50%

C Less than 10%

D Not sure

What colour would you like the most of your portable power banks?

A Black

B White

C Red

D Silver

E Pink

F Blue

G Other (please fill in the bank) _____

What score do you give to the after-sales service of the brand of your current portable power bank?

A Excellent

B Good

C Fair

D Poor

E Very bad

How much impact do you think a portable power bank could effect your daily life?

A Need so much

B Not essential

C No need

D Students should not have a portable power bank

In which aspects do you satisfy with your current portable power bank?

More than one options can be chosen.

- A Size
- B Appearance design
- C Product performance
- D Brand premium
- E Full practical functions
- F None
- How many portable power bank do you have?
- A One
- B Two
- C Three
- D Four and More

3. Questionnaire distribution places

Which places should we distribute our questionnaire that can collect more valid answers?

- Supermarket entrance
- School entrance
- Metro entrance
- Selected residential area
- School associations

Task 2 Market demand forecast

Benefit by the popularity of mobile phones, portable power banks are one of the best-selling products in the electronic consumer product department of Dianshang Supermarket. Especially, Dianshang V88 portable power banks have remained stable. For products with stable sales, the company generally uses the moving average method to forecast the sales in order to arrange to stock more accurately.

Finish the following questions based on the Sales Volume of Dianshang V88 Portable Power Bank (Attachment 1.2).

- a) Fill in the following table and forecast the sales volume of Week 13 to Week 24 using 6 weeks/8 weeks/10 weeks as moving period.
- b) Find out the best moving period based on the difference between the forecast value and the actual value.
- c) Forecast the sales amount of Week 25 based on the chosen sliding period.

Answer Sheet

1. Complete the sales forecast using the moving average method. The calculation result should rounded down to kept integer.

Week	Sales Volume	6 weeks	8 weeks	10 weeks
------	--------------	---------	---------	----------

	Piece			
1	48216			
2	44772			
3	61992			10 weeks of Moving Period
4	61992			
5	65436		8 weeks of Moving Period	
6	61992			
7	61992	6 weeks of Moving Period	8 weeks of Moving Period	
8	65436			
9	58548			
10	55104			
11	68880			
12	58548			
13	58548			
14	61992			
15	65436			
16	58548			
17	40836			
18	55104			
19	61992			
20	41328			
21	61992			
22	43132			
23	58876			
24	52398			

2. In the prediction of continuous values, common metric include Mean Absolute Error (MAE), Mean Square Error (MSE), Root Mean Square Error (RMSE) and Mean Absolute Percentage Error (MAPE). MSE is one of the most widely used indicators.

$$MSE = \frac{1}{n} \sum_{i=1}^n (Y_i - \hat{Y}_i)^2$$

Calculate MSE between forecast results and actual sales for Week 13 to Week 24 when 6 weeks, 8 weeks, 10 weeks are used as sliding periods respectively.

(The result should rounded to kept two decimals)

MSE with 6 weeks of moving period follows _____.
MSE with 8 weeks of moving period follows _____.
MSE with 10 weeks of moving period follows _____.
Compared MSE, the best moving cycle can be considered as _____.
(6 weeks/8 weeks/10 weeks)

3. The predicted value for Week 25 based on the best moving scale you have chosen follows _____. The calculation result should be rounded down to the nearest integer.

Task 3 Product Portfolios Analysis

There are three main categories of products portfolios, which are crowd-attracting, high-profit and image-improving products. The crowd-attracting products are for attracting more people to come visit your shop and products with high cost effective. The high-profit products are to make more profits; therefore, it should be the largest portion in a product portfolio with high quality. The image-improving products are to improve the image of the shop and to increase loyalty of fans. There should be a small number of products with high quality and high unit price.

Analyze the positions of different products in the portfolio based on Partial Dianshang Marketing Data 2021(Attachment 1.3).

- a) Choose two products which have good quality with low prices as crowd-attracting product to attract more fans.
- b) Choose 60% of products need to be divided into the high-profit category to achieve the sales target.
- c) Choose one product as the image-improving product to improve the overall image of the shop.

Task 4 Product planning plan design

Based on the previous analysis and history data, make an overall operation planning proposal in Q3 2022 .

Requirements

- 1) The proposal needs to be completed online.
- 2) The presentation is no less than 5 minutes.

The proposal need to be included the following content.

a) Product planning

According to the analysis of product portfolio, choose one or more products from three main categories to combine with Portable Power Bank V88 and to

become a product portfolio. Give a detailed explanation about the product portfolio, its characteristics and selling-points and so on.

b) Market planning

- Make charts or tables to show the history sales data and predicted sales performance in Q3 of Dianshang based on Dianshang Predicted Sales Amount in Q3(Attachment 1.4).
- Make charts or tables to show sales target in different channels in Q3 2022 based on Dianshang Predicted Sales Volume in Channels(Attachment 1.5).

c) Operation plan

Based on product and market planning, explain your operation plan from the following two points.

- Topic (Note: Reflecting memory points, hits, recognition)
- Operation activities (Note: time, content, budgets, the expectation and so on)

d) Event promotion

Explain the promotion plan including target audience analysis, media selection, promotion form and content, promotion time and so on to reach as many target people as you plan.

Module 2: Data Visualization

(I) Background

Dianshang has entered a stable operation stage since they put up their online operation system six months ago. The board committee decided to set up a data visual display system for further business exploration and forecast. In this display system, the company can analyze all the data they collected and generate key business indicators and general operation situation.

You are responsible for handling the whole data visualization task and finish related data visual modeling, basic data visualization, data Kanban setup, and data visual report based on given background and data tables.

(II) Requirements

Task 1 Data Visual Modeling

In this task, you will need to finish the following tasks based on product weekly sales data (Attachment 2.1) and BigDataOS.

- a) Build up a data visual model using BigDataOS.
- b) Calculate statistical indicators and summarize the results.

Illustration:

- a) Statistical time is from January 1st to 7th 2022. The starting time is 00:00:00 (inclusive). And the end time is 23:59:59 (inclusive).
- b) Statistical indicator description is shown as follow. Each indicator should be kept two decimals.

Total income index refers for the total income during the statistical time.

Customer unit price index equals sales amount divided by number of customers. Number of customers refers to the number of people who shopped during statistical time.

Sales volume per order index equals to sales volume divided by number of transactions. Sales volume refers to the number of the products sold during the statistical time. Number of transactions refers to the number of transactions made during the statistical time.

Task 2 Data Index Visualization

In this task, you will need to select the proper visual templates and complete data index visualization based on product weekly Sales Data (2022 Jan to May, Attachment 2.1) and BigDataOS.

Illustration:

- a) Statistical time is from January 1st to 7th 2022. The starting time is 00:00:00 (inclusive). And the end time is 23:59:59 (inclusive).
- b) Statistical indicator description is shown as follow. Each indicator should be kept two decimals.

Week transaction status refers to the number of daily orders and sales amount during the statistical time. Number of daily orders means the number of transactions made in a day. Each order is recorded into a line of transaction. Number of sales amounts means the sales amount made in a day.

Source includes live broadcast, search engines and ad promotion. **Source index** refers to count the number of the sales amounts from each source and the portion to the whole sales.

Best-selling sales amounts index refers to those products which were ranked for top 5 based on the highest sales amounts.

1. Week transaction status

- a) Fill in the following table after you built up the data modeling in BigDataOS. The result should rounded down to kept integer.

Date	Jan 1 st 2022	Jan 2 nd 2022	Jan 3 rd 2022	Jan 4 th 2022	Jan 5 th 2022	Jan 6 th 2022	Jan 7 th 2022
Daily orders							
Sales amount							

- b) Use BigDataOS system, choose the proper type of charts, and generate visual charts based on the previous result. The visual charts need to show the data and to match following specific requirements.
 - Use histogram to show sales amount and use line chart to show daily orders.
 - Set the horizontal axis as date.
 - Show the legend entries.
 - Show data tag
 - Name the charts, ***Week Transaction Status***.

2. Source index

- a) Fill in the following table after you built up the data modeling. Sales amount to kept integer, Portion to the whole sales should rounded to kept two decimals.

Sources	Sales amount	Portion to the whole sales
---------	--------------	----------------------------

Live broadcast		
Search engine		
Ad promotion		

b) Use BigDataOS system, choose the proper type of charts, and generate visual charts based on the previous result. The visual charts need to show the data and to match following specific requirements.

- Use pie chart to show sales amount from different source.
- Show the legend entries.
- Show data tag
- Name the charts, **Source index**.

3. Best-selling sales amounts index

a) Fill in the following table after you built up the data modeling. The sales amount should rounded down to kept integer.

Rank	Best-selling product name	Sales amount
1		
2		
3		
4		
5		

b) Use BigDataOS system, choose the proper type of charts, and generate visual charts based on the previous result. The visual charts need to show the data and to match following specific requirements.

- Use bar chart to show sales amount of top 5 best-selling products.
- Show the legend entries.
- Show data tag
- Name the charts, **Best-selling sales amounts index**.

Task 3 Visualized big -screen design

Dianshang Company has decided to use Kanban to monitor the overall operation situation. You will need to design the Kanban based on Mobile Sales Data (2022 Jan to May, Attachment 2.2) with following requirements.

- a) Use various visual templates which includes charts, maps, tables, container shapes, and rich media types, based on the data showing on the Kanban.
- b) The design of Kanban should provide real-time information, dynamic, vivid, understandable, focus and have visual impacts.

Illustration:

Sales amount map of different locations shows the sales amount made in different locations until the current date. The sales amount should use bubble map template. There should includes an option to **Show Data Tags** which refers to location, size, colour, shapes and other tags that you think should be included.

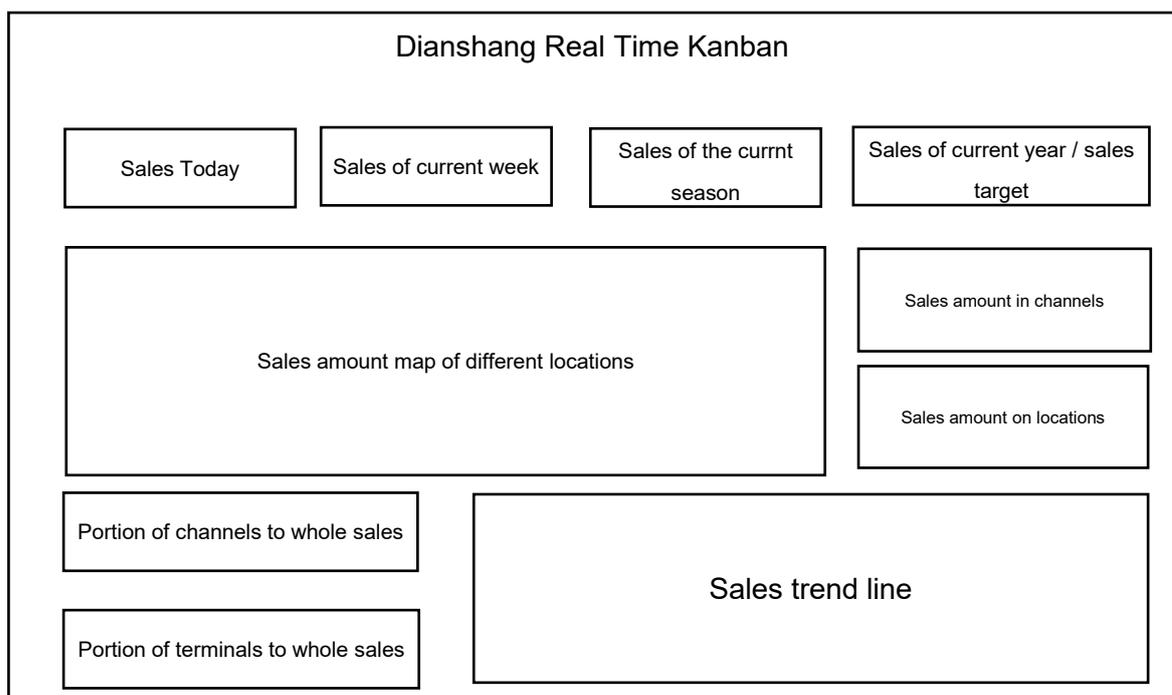
Sales amount in channels shows the sales amount made in different channels until the current date. Product type should be set as serious, and sales amount should be set as number. To visualizing sales data by channels, stackable bar chart should be used, and average sales line of the whole sale should be set as a reference line.

Sales amount on locations shows the sales amount made in different locations until the current date. Product type should be set as serious, and sales amount should be set as number. To visualizing sales data by locations, stackable bar chart in polar coordinates should be used.

Portion of channels to whole sales is shown in pie chart.

Portion of terminals to whole sales is shown in pie chart.

Sales trend line shows the sales trend using monthly sales amount and its trend. The sales amount should be kept two decimals.



Description of Dianshang Real Time Kanban

- Current date is May 8th 2022.
- Sales target: 80 million CNY.
- Statistical time of Sales today is form 00:00:00 on May 2nd 2022 to 23:59:59 on May 8th 2022
- Statistical time of Sales of current week is form 00:00:00 on April 1st 2022 to 23:59:59 on May 8th 2022
- Statistical time of Sales of current season is form 00:00:00 on January 1st 2022 to 23:59:59 on May 8th 2022

Task 4 Data visualization business analysis report

Dianshang Company collects its performance by weeks so that they can make plans for the following weeks. You will need to analyze weekly sales amount on locations, customer portrait, and product operation in the aspect of market, customer and product based on the sales data of Dianshang from May 2nd to May 8th 2022 (Attachment 2.3).

Dianshang Company Operation Report

Report period: May 2nd to 8th 2022

1.Sales amounts analyze in regions.Accumulated Sales Amount to kept integer,Percentage should rounded to kept two decimals.

Sales Region	Sales Amount per thousand	Accumulated Sales Amount per thousand	Accumulated Sales Amount percentage
Northwest	147		
East	140		
South	64		
North	55		
Central	31		
Southwest	24		
Northeast	20		

The sales in this month are concentrated. We divided those 7 regions into 3 categories, Area A, B and C. In Area A, the sales made 70% of the total sales of the company, Area B made 20%, and Area C made 10%. The division result is shown as follow.

Northwest		Central	
East		Southwest	

South		Northeast	
North			

2.Customer portrait analysis

The main customers of Dianshang is_____, At the age of_____, prefer products, prefer to shop in the_____with a_____price sensitivity, and Quantities per shopping preference_____. For this type of customers, we consider using strategies such as:_____.

3.Operation Analysis

As we see, based on our conversion rate in every process, process of _____ needs to be focus. Assuming the conversion rate in the supermarket was 3.37%, the reason that cause low general conversion rate of the company are: _____.

4.Conclusion of operation in this week

To improve the current operation, we provide the following suggestions.

As for market, _____.

As for customers, _____.

As for conversion rate, _____.

Module 3: Customer Digital Analysis

Score: 100 points

Duration: 180 minutes

(I) Background

Dianshang Trading Co., Ltd. summarizes its sales performance of various sales channels, such as Taobao, Tmall, and Tic Tok, every week. The data from each channel have different formats and quality. Before performing summary analysis, it is necessary to pre-process the data collected from various channels, then to perform various types of data analysis and services for more accurate data.

You are responsible for the customer digital analysis. Of which, it includes customers data cleaning, data pre-processing, customer profiling, customer stratification, customer classification management, and customer service customizing. You will have 3 hours to finish this module.

(II) Requirements

Task 1 Customer Data Processing

There might be some problems during data collection. For example, data missing, inconsistency, and abnormal digits. These data cannot meet the needs of data analysis and utilization. To get high-quality data, data processing is required.

Based on the product sales records in the sales data of product (Attachment 3.1), you will need to:

- a) Review and verify the data to check data consistency
- b) Process invalid values and missing values, delete duplicate information, and correct existing errors to ensure data consistency.

Common types of data errors:

Invalid value is the value that are not valid or out of range.

Error value is the value is calculated incorrectly.

Exception value is the value whose logic is abnormal or does not match to the business logic. For example, the actual delivery day should not be earlier than order confirm day.

Missing value refers to clustering, grouping, deletion or truncation of data due to lack of information in rough data.

Reassigned value is the value that does not match consistency in the data set, such as the same product ID with different product names.

Duplicate row means there are two rows of data are exactly the same.

Task 2 Customer Portrait Analysis

According to the Consumer Information Sheet (Attachment 3.2), count the age, gender, customer type, product quantity preference, shopping time preference, price sensitivity, and quantities per shopping preference of customers. And complete the questions.

- a) Fill in the blanks with the result of the counting.
- b) Generate a consumer portrait sunburst in the platform.

Task 3 Customer Classification Management

In Transactions Data (Attachment 3.3), DianShang has collected some transaction data of its customers.

Based on Attachment 3.4 and RFM description, you will need to sort out Dianshang's customers into different types and to customize service based on your classification.

Assumed that the current date is August the 3rd, 2021, complete the following table based on Attachment 3.3, RFM model, and classification standards. The number before % should rounded to kept two decimals.

Task 4 Customizing Service Construction

a) The annual shopping season, Double Eleven, is coming soon. Dianshang has prepared a variety of discount products for different customer groups. Apart from achieving the sales targets, Dianshang maintain important customers during this the best opportunity of the entire year. Choose the best strategy for different types of customers to achieve that goal.

b) DianShang prepared some short messages for different types of customers. Choose the proper message for different customers in the following table.

Module 4: Digital Operations for Business

Score: 100 points

Duration: 120 minutes

(I) Background

As Winter is coming, Dianshang Trading Co., Ltd. decided to launch a new down jacket named **Ruxia**. This down jacket is characterized by super thickness, especially suitable for the extremely cold winter in north of China. And wearing **Ruxia** down jackets could recall people's feeling of the warmth from summer even in the cold days. Based on market research, this practical feature is popular in the elderlies who are less active and do not have a strong ability to keep warm. On the contrary, young people prefer lighter down jacket rather than **Ruxia** down jackets because of its thickness, unless they are in an extremely cold place or weather. In generally speaking, **Ruxia** down jackets are the best-selling type of products in which the minimum temperature in winter is lower than -15°C .

(II) Requirements

Task 1 Product Digital Trial Operation (15 points)

To promote **Ruxia** down jackets sooner, Dianshang company decided to put 5,000 CNY into promoting this jacket. The company is also going to use the direct-drive promotion tool in the e-commercial platform to run a 10-day trial operation. The direct-drive promotion tool charges every vender based on visitors click, keyword unit promotion price and searching times.

You are responsible to analyze the information from Average Temperature Distribution in January in China (Attachment 4.1) and Internet Users in Winter 2021(Attachment 4.2), to make a promotion plan for **Ruxia** down jackets, and to set up the direct-drive tool for the best promotion effect in a limited budget.

- 1.The daily promotion fee would be _____CNY. Be careful, if the daily promotion fee exceeds, the platform will stop promoting on that day until the next day.
- 2.Choose the regions where is suitable for promoting **Ruxia** down jackets based on the relevant data.
- 3.Set a promotional plan

The range of the promotion percentage can be set from 10% to 100% in 10 degrees. The more promotion percentage is set in the time when your target customers are using the platform, the more opportunities that your product will be shown and purchased. Otherwise, other visitors who are not interested your product may just click into your product and waste your promotion fee.

The default of promotion percentage is 10%. Choose the best promoting time to set your promotion percentage as 100%.

Task 2 Digital Operation Management (30 points)

After a trial operation of **Ruxia** down jackets, Dianshang Company got a large number of trial operation data. You are going to complete the trial operation conversion rate analysis based on Trial Operation Data (Attachment 4.3), to adjust key words, target customers and other aspects based on Direct-Drive Operation Data (Attachment 4.4) and Pricing Policy in Direct-Drive Mode (Attachment 4.5), and to set up the direct-drive tool to maximize the promotion efforts.

1. Conversion rate analysis

a) Calculate the following conversion rates. The number before % should rounded to kept two decimals.

Process	Users	conversion rates
Display promotion	19688	/
Click and Check	2926	
Adding to shopping chart	326	
Order confirmation	231	
Order complete	121	

Overall conversion rate: 0.61%

b) Based on conversion rate, the process where the most users who fail or give up paying is the _____; The process with the highest losing customer rate is: _____.

c) Product creativity adjustment

Choose the best picture idea for the **Ruxia** down jackets based on the operation data, for better clicking rate.

<input type="checkbox"/>		<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>	

d) Please choose 3 keywords that you think are the most cost-effective for increasing their unit promotion price.

- white down jacket for ladies
- extract thick down jacket
- down jacket with extract filling
- supreme warm winter clothes
- long down jacket
- slim fit women's winter clothing
- down jacket hot
- down jacket for slightly chubbies
- fashionable down jacket
- 2022 new down jacket
- new women's cotton jacket
- long cotton jacket
- women's long down jacket
- beautiful women's down jacket
- down jacket showing your body figure

e) Please choose 3 keywords you think do not have a good promotion performance and should be restricted as soon as possible.

- white down jacket for ladies
- extract thick down jacket
- down jacket with extract filling
- supreme warm winter clothes
- long down jacket
- slim fit women's winter clothing
- down jacket hot
- down jacket for slightly chubbies

- fashionable down jacket
- 2022 new down jacket
- new women's cotton jacket
- long cotton jacket
- women's long down jacket
- beautiful women's down jacket
- down jacket showing your body figure

f) Please choose a group of customers that you think is most worthy of promoting keyword premiums, so that your products will be shown in the front when they search for keywords.

- Visitors like similar products
- Visitors like discounts
- Visitors who are experienced in online shopping
- Visitors who add product to their shopping trolleys
- Visitors like new products
- Visitors spent a lot of money

Task 3 Operation Plan Formulation (25 points)

After the successful promotion of **Ruxia** down jackets, the sales gradually increased. The average daily number of visitors is around 1,000, and the daily conversion rate, which equals number of transactions divided by number of visitors, is 4%. With coming Christmas, Dianshang Company is expecting the sales performance of the **Ruxia** down jackets during the 10-day Christmas promotion period. They also plans to offer a low price of 699 CNY during the promotion period, so as to achieve a sales of 2 million CNY. The conversion rate is expected to be increased to 6%.

To achieve the sales target, you will be responsible to analyze the history data, to disassemble the sales target by indicators and to ensure the plan is implemented.

1.Target Determination

Based on sales target, at least _____ **Ruxia** down jackets should be sold during the Christmas promotion period. In order to achieve this goal, the number of daily store visitors should be increased to _____.

2. Indicator Disassembling

a) Calculate the promotion fee in the following sales channels and the expected sales volume based on Promotion Data in Christmas 2020 (Attachment 4.6). And we assume that the promotion fee of each channel is proportional to the number of effective visitors before reaching the maximum flow.

Sales Channels	Planned	Plan to	Promotion	Sales volume
----------------	---------	---------	-----------	--------------

	display volume	introduce visitors	fee prediction CNY	prediction
Searching		12000	Free	720
Supreme Recommendation		1000	Free	60
Direct-drive				
Shopping overseas				
ZZ				
TTK				
Fashion Showroom				
Total				

b) After previous analysis, the expected average number of daily visitors would be _____, In order to achieve the sales target, we should introduce _____ visitors outside of the platform.

3. If we cannot achieve the sales target of 2 million CNY by participating in the promotion activities held of shopping platform to attract enough visitors, it is necessary to make supplement operation plan in advance to attract more visitors from outside the platform. Which of the following means can be our supplement plan?

- Promoting products on the live streaming platform.
- Promoting sales activities in employees' social media.
- Putting attractive low-priced products in the store to attract more visitors.
- Increasing promotion fee of Direct-drive Tool.

Task 4 Digital Promotion Activities Design (30 points)

To achieve the sales target of 2 million CNY of selling **Ruxia** down jackets during the Christmas promotion period, you are going to design a promotion proposal for **Ruxia** down jackets and to share in different media for attracting more visitors outside of the platform. Those visitors outside of the platform should be able to help us to achieve our sales target and also let more people know there is a product selling 699 CNY rather than 799 CNY of daily price.

We assume that there are still 700 of sales volume which has reduced the volume of products that can be achieved by platform promotion. and the conversion rate of visits from outside the platform is 5%.

1. Choose the best theme of the activity.

- Merry Christmas, Warm as **Ruxia**
- More discount for welcoming Christmas

2.Design a poster for **Ruxia down jackets for Christmas promotion.**

a)There are four rules for designing posters, which are

- consistent specification design
- extremely detailed text introduction
- display the product in different ways
- Coordination of layout and composition
- Rich in content and extremely detailed introduction
- All posters maintain continuity in design
- Material premium
- Subtle and complex typography

b) There are 3 elements can greatly affect the poster, which are

- Impactful visual effect
- Strictly realistic pictures of the product
- Refined and focused content presentation
- Concrete and detailed content presentation
- Expressive pictures complemented by words
- Literary text description supplemented by pictures

3.Promotion Planning

a)social media

Sharing and promoting in the employees' and their family members' social media, it is estimated that 2000 clicks can be made, and _____ products would expect to be sold based on the past experience.

b) product discount group

You are going to promote product discount in those group chats based in northern China. The promotion fee is 500 CNY for promoting in one of those group chat in each of which has ten thousand people. It is estimated that 10% of customers would click, with _____product being sold.

c) offline promotion

You chose to put up the poster on four supermarket that has 2000 people daily in northern China. The management fee of every poster costs 100 CNY per day and the production fee is 50 CNY per poster. Based on past experience, 5% of customers will scan the poster QR code to access the sales page. It takes at least_____ days to sell the rest of product.

d) budgeting

Based on previous plans, the whole promotion would cost _____CNY apart from the employee costs.