

;; ; 1989, the Olympic inception, Lin Bilian came Pick, Pick-level employees to become a production system. "People have to pursue, goals, self-worth in action", unwilling to mediocrity □□□ always abide by his own life motto. In a production system hard work a few years later, she realized that sales is a more challenging work, she decided to apply to the company, transferred to the store when a salesperson. Shopping guide career in retail outlets a few years, the □□□ learning by doing, learning by doing Wu, shop sales booming, from clerk to manager, then regional director. She was not only well aware of product information, but also the face of the ever-changing market economy has been more mature sound to control the experience. She reached together with the vice president responsible for the formation Xu clothing department and is responsible for the company's entire sales. From sales manager to sales director, she accompanied the Olympic 20 years, we have witnessed the growth of Olympic, but also the achievements of his Olympic dream.

;; ; "you have to have a standard, whether it is for your family or for people who are outside a standard to ask him the same reward, is a standard to ask Your team. Of course, if there are talented people within the family, we do not go shy with him. Therefore, there should be a standard requirement of people. "In the opinion Xu Zhihua, Peak because the existence of such a standard and promotion mechanisms, so Pick of the development to be rising.

;; ; "Olympic School"

;; ; in 2007, the company was founded Peak Peak School (PeakBusinessSchool) for the front-line sales staff systematic training, while also providing relevant training Peak product knowledge and sales skills as the dealer. The past two years, the Olympic Business School were held over 20 training camps, marketing, purchasing department, dealers and field sales staff are highly involved. "We should say, Olympic Business School is the Olympic dealer management model for effective innovation," Xu Zhihua said.

;; ; It is understood that the status quo based on the strategic objectives, the status quo commodity procurement channels and terminal personnel, Pick up a "buy hand training" to train professional procurement for the regional companies and dealers , ordering staff. With the development of the sporting goods market, the market requirements have a stronger channel ordering personnel scientific, professional. During the reporting period, the Olympic terminal business schools from across the regional organization's nearly 50 buyers participated in national buyers courses.

;; ; buyers by inviting industry professionals training teachers to explain the scene and the actual operation, so that students fully learn and understand as buyers should have the basic conditions and capabilities. On the other hand, the relevant staff from the Peak product development and sales departments of products for the new season in-depth explanation for dealers deeper understanding of Olympic products to lay a good foundation.  
Givenchy ( Givenchy ) brand introduction:

Givenchy is the French, many fans will often pronunciation mistake, poster weave with the correct pronunciation of: Gee-von-she, China's " Givenchy " as the Chinese name, Taiwan Hongkong to the translation of " Ji Swansea " closer to its correct pronunciation.

In the elegant and dramatic in 60, mention Givenchy (Givenchy) the name, it is first thought of the elegant high-end fashion, come to mind at the same time Audrey Hepburn pretty figure, perhaps because of fashion started, like a mirror Givenchy ( Givenchy ) cosmetics make people feel fresh and deep understanding of creative for a woman.

With luxurious and elegant style of renowned fashion 50 years Givenchy (Givenchy), has been a leader in the world of fashion. Although the founder Mr. Givenchy -- Hubele de Giwrence ( Hubert de Givenchy ) has been retired, following the former designer after he still Givenchy (Givenchy) the old Paris fashion house brand shine, do not fall into its fame.

Givenchy ( Givenchy ) founder Hubele de Giwrence ( Hubert de Givenchy ) was born in 1927 in a family of art the French Normandy Beauvais. Since childhood that showed artistic talent, Mr. Givenchy ( Hubert de Givenchy ) after at the age of ten to visit the Paris Expo Costume Museum, decided to become a fashion designer. In 1945, when he was an art school students, began to practice in Jnoques Fath studio, then followed the Robert Piquet, Lucien Ldiong and Elss Schiaparelli designer.

For Mr. Givenchy ( Hubert de Givenchy ), February 2, 1952 is an important day, because he published on this day for the first time in Paris to launch personal work. In this field with white cotton, with elegant and gorgeous beaded embroidery fashion show, his creative talents so that the presence of people marvel, but also laid the Givenchy ( Givenchy ) fashion respected image.

In 1953, in addition to Givenchy ( Givenchy ) outside the store in Paris, Rome, Zurich and Buenos Aires Givenchy (Givenchy) shop has been opened. In 1957, Mr. Givenchy ( Hubert de Givenchy ) set up another company, les Parfums Givenchy, launched at the same time, two kinds of perfume L ' Interdit and De Givenchy.

Since then, Givenchy ( Givenchy ) under the name of the product also gradually develop; in 1959 the launch of the first male perfume Monsieur de Givenchy; 1968, Givenchy ( Givenchy ) ready-to-wear listed; launched in 1975, men's series Givenchy Gentleman; in 1989, Givenchy Beaute and Swisscare pour Givenchy make-up series skin care series listed. In 1988, Givenchy ( Givenchy ) is the acquisition of French luxury goods group LVMH group, but Mr. Givenchy ( Hubert de Givenchy ) design work I still manages the brand fashion, until his retirement in 1995.

Givenchy ( Givenchy ) 4G respectively represent the classical ( Genteel ) ( Grace ), elegant, pleasant (Gaiety) and Givenchy, this is

Mr. Givenchy ( Hubert de Givenchy ) ( Givenchy ) was originally created by the brand spirit. Today, although after different designers, but Givenchy (Givenchy) 4G spirit has not changed.

Some people say to see Givenchy ( Givenchy ) design, can be reflected from the classic beauty of Audrey Hepburn. Mr. Givenchy ( Hubert de Givenchy ) and Audrey Hepburn met in 1953, customer relationship the mutual appreciation of each other, because of the talent and the development of good friends. The next forty years, Mr. Givenchy ( Hubert de Givenchy ) not only for Audrey Hepburn to design the daily clothing, also take care of Audrey Hepburn wore in the movie in clothing, including " holiday in Rome ", " is bedecked with jewels ", " sweet girl " and " steal dragon turn Phoenix " etc.. In 1957, Givenchy (Givenchy) launched the L ' Interdit perfume is especially designed for Audrey Hepburn.

Givenchy ( Givenchy ) that kind of luxurious and elegant style, is more or less reflect personality. Cheerful amiably, coupled with the French romantic and affectionate, so Mr. Givenchy ( Hubert de Givenchy ) win fashion Binbin gentleman's reputation. He said: " what is real beauty comes from the tradition of respect, and admiration" of classicism, this word also accurately describe Mr. Givenchy ( Hubert de Givenchy ) is a perfectionist, has become its design essence.

Mr. Givenchy ( Hubert de Givenchy ) after retirement, LVMH group for the British designer John Galliano is responsible for Givenchy (Givenchy) design. In 1996, another British designer Alexander McCune ( Alexander McQueen ) to replace the Galliano took over the design work. For several consecutive season down the excellent results show, Alexander McCune ( Alexander McQueen ) not only show the individual talent, but also will Givenchy (Givenchy) of traditional spirit to play to the extreme. In addition, coupled with the make-up products creative director Olivier Echaudemaison professional makeup, more make Givenchy ( Givenchy ) becomes a star of the most dazzling popular arena.

Time to rush past, today known as " fashion giant" Givenchy ( Givenchy ) not only represents the fashion, has been extended to wonderful makeup, skin care products and perfume, home furnishing supplies etc..

Givenchy in 2004 autumn and winter ( Givenchy ) men's series was inspired by " five a.m. in Paris ". Dawn comes, a new day will begin, work in this work during the day and night people alternate moment, people work day to formal wear in office, and night person often casual person, but the common day and evening wear, is the representative of Givenchy ( Givenchy ) the eternal pursuit of elegance.

□□Givenchy ( Givenchy ) brand archives:

Chinese Name: Givenchy, Taiwan Hongkong also translated as " Ji swansea "

English Name: Givenchy

French name: Givenchy

Country: France

Founder: Hubele de Giwrence ( Hubert de Givenchy )

Create age: 1952

As a designer: Hubert de Givenchy, John Galliano, Alexander McQueen, Julien McDonald

The current fashion designer: Ricardo Tixi ( Riccardo Tisci ) ( Ricardo Tisi ( Riccardo Tisci ) was born in Italy Taranto, in 1999 graduated from the London School of central Saint Martin, started in February 28, 2005 as a Givenchy creative director)

The men's wear designer: Ricardo Tixi ( Riccardo Tisci ) ( previous menswear designer Oswald Boateng )

Product series: Men's, women's, perfume, cosmetics, sportswear, sports goods, jeans, leather accessories, accessories, home accessories

Design style: classical ( Genteel ), ( Grace ), elegant pleasure ( Gaiety )

;;;; [Chinese shoes Network - Brand Dynamics Core Tip: Peak Sport is a "global brand" for business purposes, in order to "create a century of excellence enterprise" as the goal of the enterprise. In this year's "double eleven" Pick electricity supplier also takes full advantage of the advantages of international brands in the product selection in the Olympic sport of export goods, call a low discount faiths million stock warehouse from the United States revealed that products from Pick Los Angeles R & D center designed for the European market unique models, quality and design have received US professional certification bodies.

Peak will participate in this year's mobilization of high-quality products "double eleven"

set up two operations team

In the development of e-commerce, according to the special nature of the e-commerce business Pick the formation of two operating groups, namely: the official Olympic sports shop and buy.

Pick the official online shop, Fujian Quanzhou Peak Sport Products Co., Ltd's B2C online shopping platform (epeaksport.com), on-line in March 2013, which include the main Olympic brand sports (basketball shoes, basketball, basketball clothes, shoes, shoes, etc.). Olympic official online shop in the future will strengthen the virtual network and physical stores synchronous development, and improve the network market share. The next five years, service and information support, continue to maintain a rapid pace of

development, to build become one of China's leading B2C platform for sporting goods.

purchase Movement (Xiamen) Technology Co., Ltd. (referred to as "purchase Movement") was established in April 21, 2010, the Peak Group CEO Mr. Xu Zhihua and investment-led, directly under the exclusive formation of the e-commerce business management operations. The company was established to represent the Olympic officially entered the field of electronic commerce, movement in full swing by the purchase of the business operations and management associated with this. We plan to continue to pursue operational quality improvement, process reengineering and the introduction of new technology and talent, making the purchase of sports company to become one of the companies Olympic Group among the most profitable. logistics to enhance

"double eleven" is that all network operators are concerned about the festival, but for all online shopping enthusiasts concern event. Lynx each year will have their own new play, most network operators will follow the pace of the Lynx, design their own activities to highlight their selling point. This year, the Olympic electricity supplier after last year's "double eleven" peer experience and research to understand fully exposed to all kinds of problems for analysis. Last year, one of the most highlighted problem is logistics, some wrapped in a month or even longer after receiving such a result, a lot of bad comments; the other is a high rate of return, mainly because delivery problems, logistical issues, product issues.

To solve these problems, this year's Olympic made a great adjustment and improvement. Delivery terms, Peak first expanded warehouse space, increase from last year's 600 square meters to 1,500 square meters or more. Staffing, now electricity supplier warehouse in the Olympic total warehouse next door, in the "double eleven" during the Olympic total warehouse will deploy personnel department in accordance with the actual situation of the electricity supplier, plus electricity supplier sector inter alia customer service staff will to help assist warehouse, to the time delivery personnel will reach nearly 100 people. Delivery processes through cooperation and personnel systems continue to drill, it is now adjusted to the best state.

logistics, Olympic actively discussing and logistics company with dual eleven various response measures and contingency plans, and reached a consensus during the two-eleven, the major logistics companies will open a green channel for the Olympic is expected to "Double Ten a "best condition possible during the stream out of the library more than 100,000 orders. export product lines Deals

Peak Sport is a "global brand" for business purposes, in order to "create a century of excellence enterprise" as the goal of the enterprise. In 2005, the Olympic full acceleration "international brand" strategy, has brought to Europe by the All-Star basketball game, basketball Stankovic Cup Intercontinental other world-class events, join the Houston Rockets, Miami Heat, Toronto Raptors and other top NBA teams, alliances NBA, FIBA, WTA and other top international event organization, signing Shane Battier, Tony & middot; Parker, etc. More than 20 NBA players and gwo Teso top 21 tennis star baby, etc., to support Iraq, New Zealand 10 more than the national team and the National Olympic Committee, has become China sports brand in the international resource most abundant international sports brand.

With this special advantage, on this year's "double 11" products, electricity providers selected Olympic Olympic sports goods for export, call a low discount faiths million stock warehouse from the United States, the batch of products by the Los Angeles Olympic R & D center designed for the European market unique models, quality and design have received US professional certification bodies. These shoes fashion simple, classic and elegant, such as W1022 models for the classic casual shoes, with smooth fabric, both beautiful and easy care. Punching design, enhanced air circulation inside the shoe, to avoid athlete's foot, dry and comfortable; the tread groove clear, natural, non-slip, abrasion resistance; insoles printed with the brand logo, highlighting the brand culture, inside soft and elastic, wear comfortable, fresh hundred ride. Also look tidal flavor of W1252, this casual SHOES body stitching leather and mesh, breathable and comfortable, natural wear comfortable; shoes forefoot extension to hit the color design of the shoe with a curved heel is definitely shoes section one of the highlights, so that the whole pair of shoes elegant sporty spirit, superb car suture technology, highlighting the perfect texture ..... in the "double eleven" stores, Peak will provide the domestic market did not sell more shoes. (Chinese shoes Network - the most authoritative and most professional shoe News Media Partner: Apparel Network ; global fashion brand network.)

; ; although since 1992, Li Ning Sports Goods Co., Ltd. (hereinafter referred to as Li Ning Company) began to provide equipment for the Chinese Olympic delegation to accept the award, becoming the first Chinese Olympic delegation of Chinese sponsor sports goods companies, but in the Austrian transport meeting held in Beijing in 2008, Chinese athletes will wear the final podium Adidas sportswear - because in the battle for the Olympic Games sponsor, Li Ning Company ultimately not Adidas rich and powerful enemy.

According to one industry estimate, Adidas or more "right" to pay a record \$ 80 million - this number is enough to make Li Ning Company CEO Zhang Zhiyong Zhashe, the company's full year The market cost a little distance away from the above-mentioned number yet.

"Adidas and Nike than the money that was impossible, but it does not matter, we have plenty of ideas -?.. And to ensure that things are good ideas," admits Zhang Zhiyong, from the outset, is expected to substantially The result, so the company from the very early start to think of ways to find an unprecedented way to promote the Li Ning brand: Within the scope of the limited funds, Hua Xiaoqian doing big things.

The company has officially disclosed the way they found. "We have signed with five sets of CCTV, starting January 1, the sports channel all presenters and reporters have been photographed wearing Li Ning, the company's products unveiled, this contract will continue until ending December 31, 2008, including the Olympic broadcast." Zhang Zhiyong said. CCTV sports channel presenters and reporters from the appearance frequency point of view, it is not responsible for the reports and broadcast them over the grand scene of more suitable candidate.

Hua Xiaoqian, doing big things

The Olympic Games provide a global business opportunities. According to the analysis, in general put in \$ 100 million, brand awareness increased by 1%; and sponsorship of the Olympic, invested \$ 100 million, visibility can be increased by 3%. But precisely because the threshold of Olympic sponsors have gone up, many trying to take the opportunity to increase the visibility of Chinese

companies, sponsorship is almost unattainable.

CCTV, insiders in charge of marketing, said Li Ning, the company made this program so that they feel more accidents are usually sponsored athletes, sponsorship advertising competition, Li Ning has put reporters' taking down equipment.

Under the agreement, Li Ning, Li Ning will provide its brand, Ai high brand apparel, shoes and accessories for packaging in 2007 - studio 2008 CCTV sports channel broadcast in all topics and events program photographed reporter and program host room. This cooperation covers the sports channel during the 2008 Beijing Olympic Games, "Olympic Channel" in all fields and tournament programs and program Moderator photographed reporter's clothing exclusive sponsorship rights.

This is obviously an unprecedented creativity, but also so let Li Ning Company to avoid a direct confrontation with powerful competitors. 2007 is the most critical year preparing for the Beijing Olympics, CCTV sports channel will focus on the Olympic Games a new revision. Li Ning, the company has also set up a special team for the channel, comprehensive, personalized packaging sports channels.

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