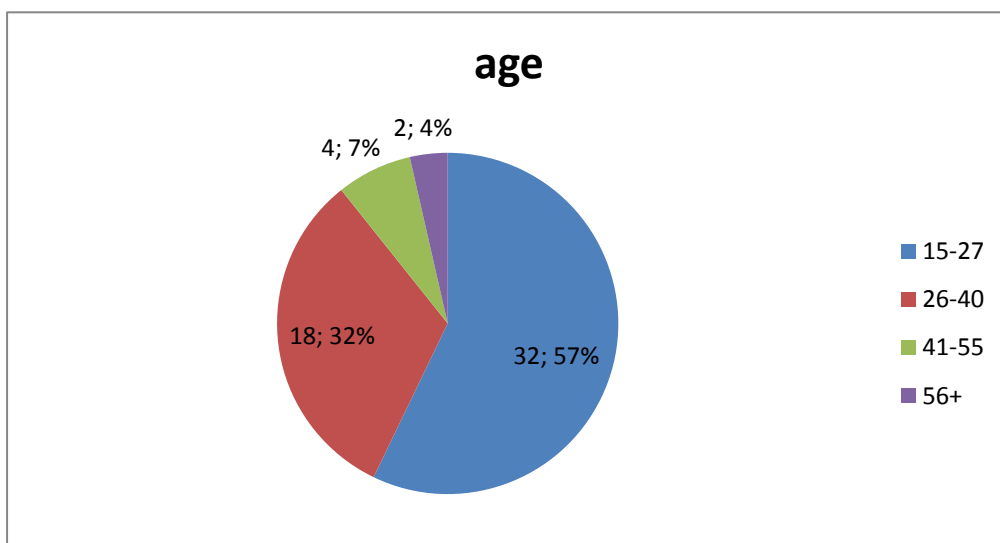
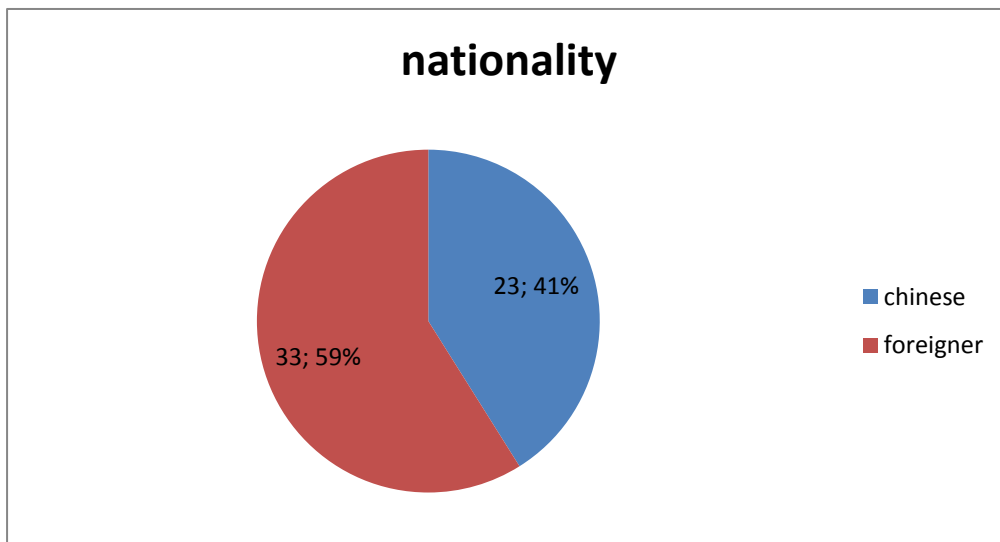
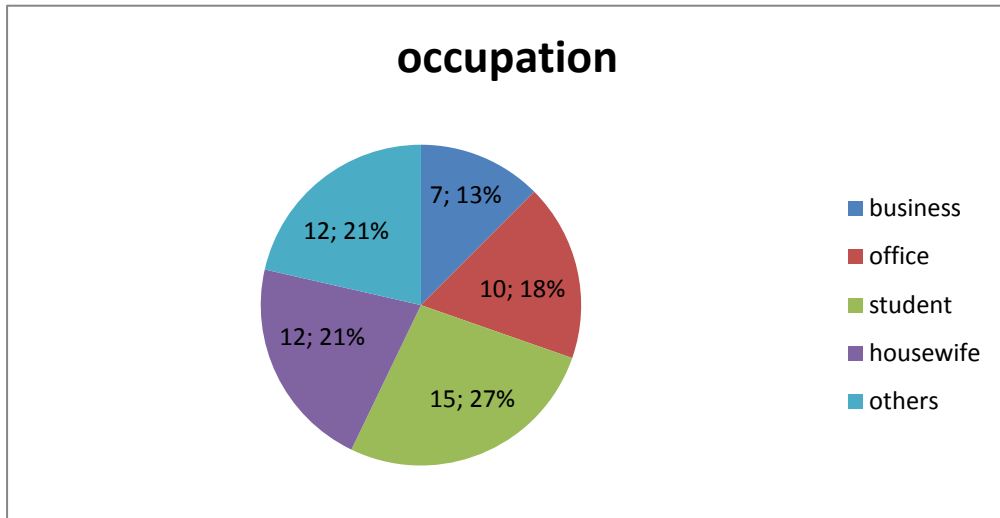


# *Report of embroidery market*

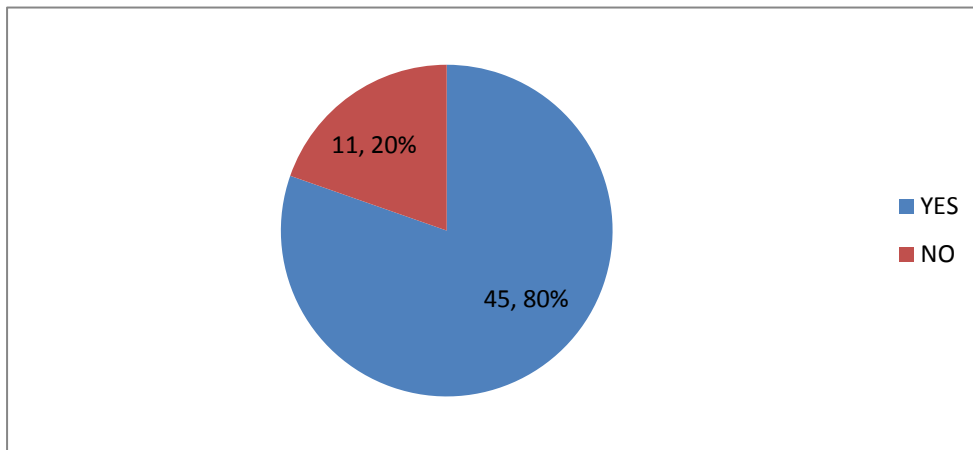
*Andrea Yin*

There were 22shops and 56 individuals took part in our survey. Shops mainly located in 798 art area, nanluoguxiang, dongdan, houhai area. 33 foreigners and 23 Chinese answered the questionnaire. Here are the result and analysis of this survey.

## Individuals



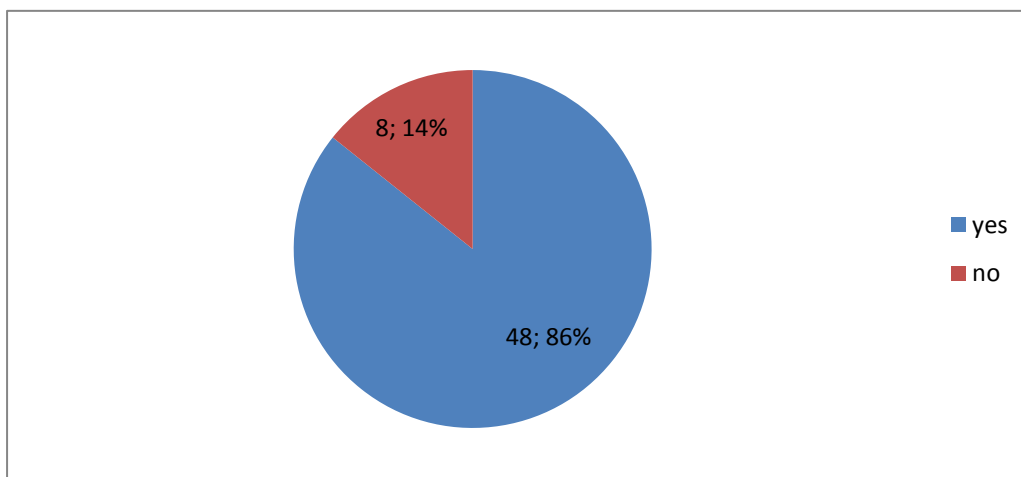
### Have you ever bought embroidery products?



### What makes you want to buy an embroidery product of fair trade (multiple choices)

Design and the look	40	71%
Function and practicality	36	64%
The exquisite feature of the pattern	15	26%
Rich cultural meaning	21	37%
Price	38	67%
Material	12	21%

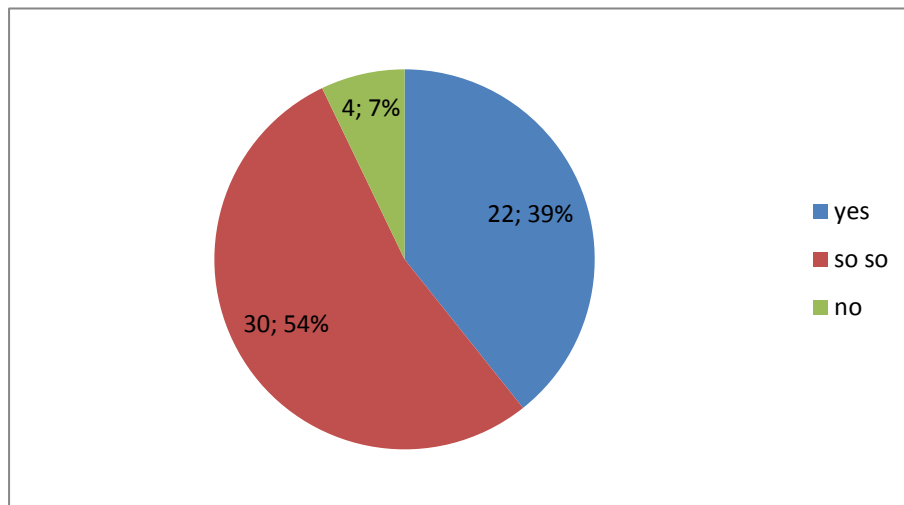
### If these products are labeled fair trade- helping women in poor area and nice design, will you want to buy them?



**Which form of embroidery product are you most interested in? (Please give a rate from 1 to 5)**

Big-sized bag, which can hold all my stuff	avergre	2.2
Small-sized bag (e.g. purse, coin bag, etc)		4.6
Jewelry: bracelet, brooch, pendant, ring etc		1.7
Tableware: napkin tablecloth coaster		3.2
Others: Belt, bibs, ties, toys ect.		2.8

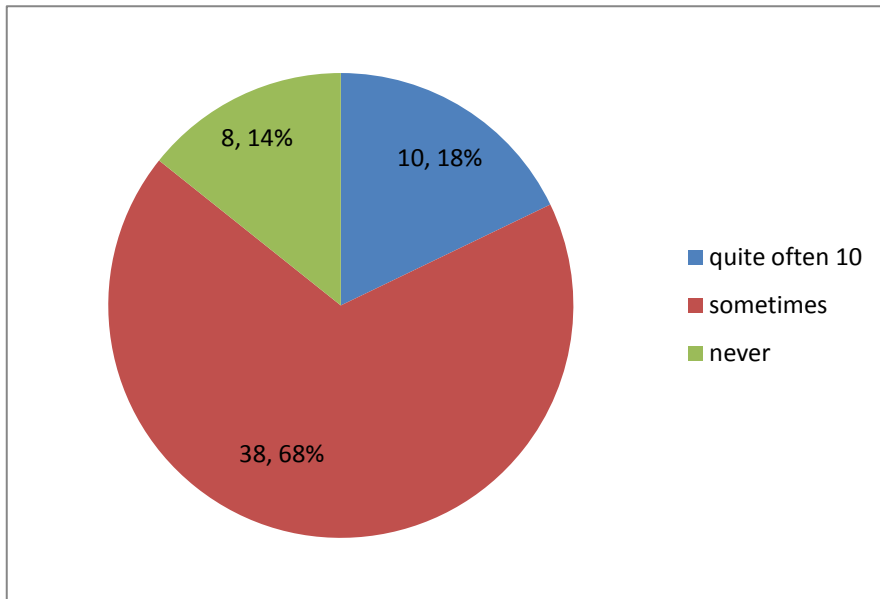
**Do you like outfits featuring ethnic and cultural elements?**



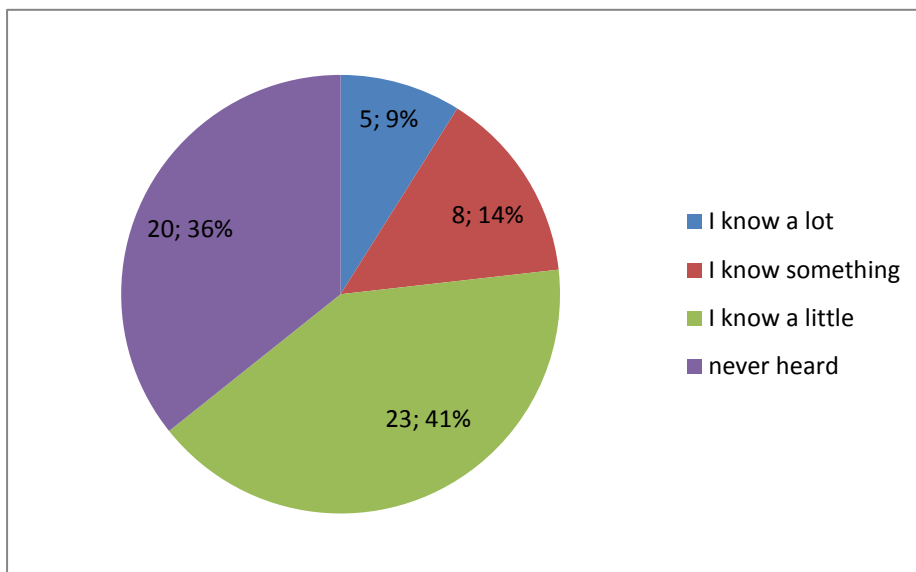
**How would you like to be informed about a brand (multiple choices)**

<input type="checkbox"/> TV	28	50%
<input type="checkbox"/> Outdoor Billboard	26	46%
<input type="checkbox"/> Internet	30	53%
<input type="checkbox"/> Fashion magazines	36	64%
<input type="checkbox"/> Exhibition	40	71%
<input type="checkbox"/> Advertisement in commercial area	29	51%

**How often do you buy products from the Internet?**



**Do you know what an NGO or charity activities are?**



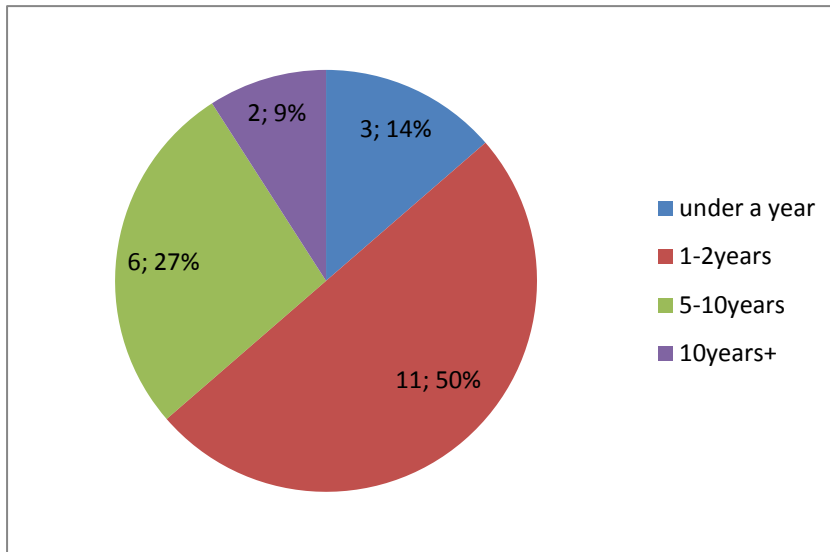
**How much would you be ready to pay for those product OR for those kind of fair trade products? (Please give your price)**

(Foreigner)  big     \$20           medium     \$15           small bags     \$10    

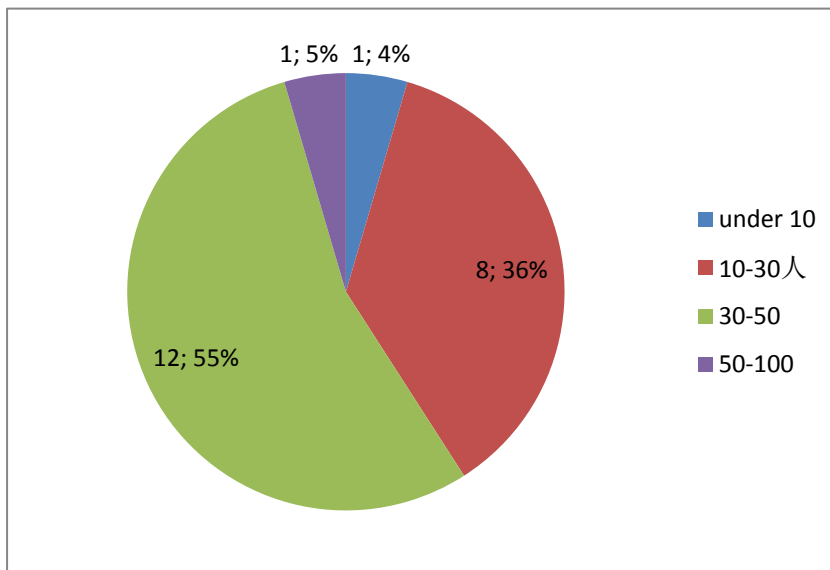
(Chinese)  big     60RMB           medium     40 RMB           small bags     30RMB

## Shops

How long does your shop being existed?



The volume of travelers in your shop per day



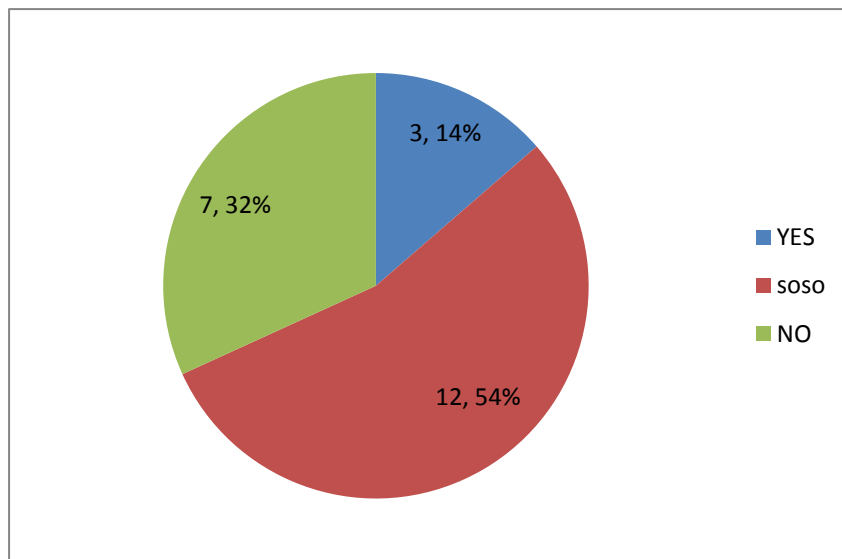
What makes you want to buy an embroidery product of fair trade (multiple choices)

Design and the look	20	90%
Function and practicality	19	86%
The exquisite feature of the pattern	15	68%
Rich cultural meaning	14	25%
Price	20	90%
Material	17	63%

**What form of embroidery product are you most interested in? (Please give a rate from 1 to 5)**

Big-sized bag, which can hold all my stuff	avergre	2
Small-sized bag (e.g. purse, coin bag, etc)		4.5
Jewelry: bracelet, brooch, pendant, ring etc		2.8
Tableware: napkin tablecloth coaster		3.5
Others: Belt, bibs, ties, toys ect.		2

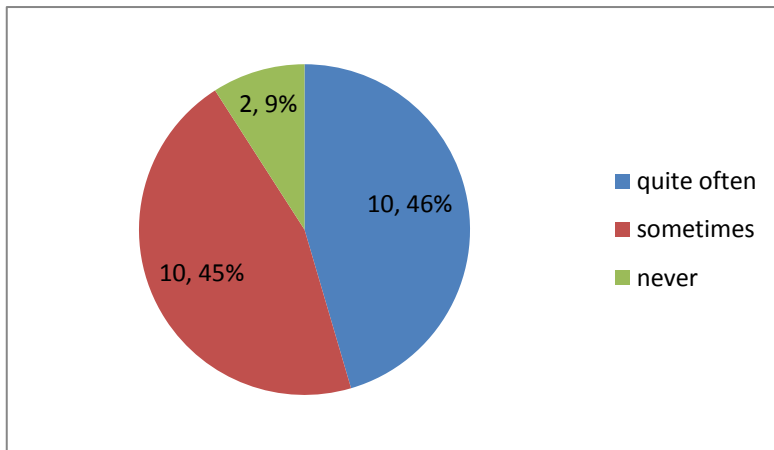
**Do you think outfits featuring ethnic and cultural elements are selling well?**



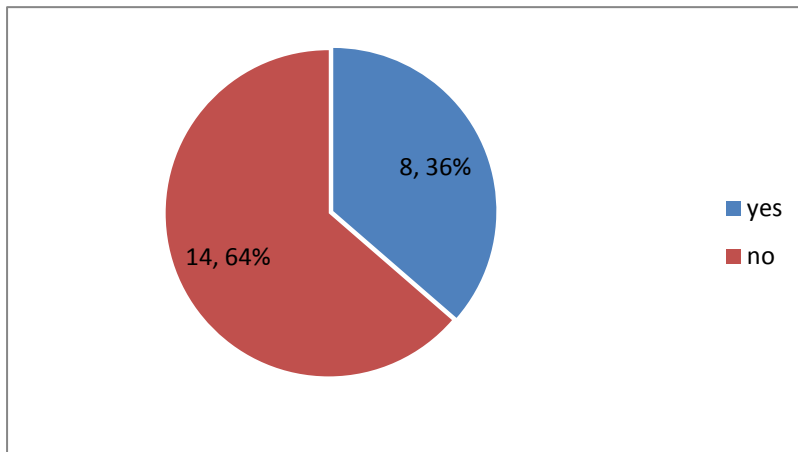
**Where do you buy your good? (multiple choices)**

<input type="checkbox"/> go to the market	20	90%
<input type="checkbox"/> Outdoor Billboard	7	31%
<input type="checkbox"/> Internet	18	81%
<input type="checkbox"/> Fashion magazines	12	54%

**How often do you buy products from the Internet?**



**Would like combine our embroidery with your own goods?**



**Do you know what an NGO or charity activities are?**

