

科目：時尚品牌案例分析

系所組：品牌與時尚經營管理碩士學位學程

Master's Program in Brand and Fashion Management (BFM)

Subject: Fashion Brand Case Analysis

Instructions to Candidates

1. This examination consists of four essay questions. All questions must be answered.
2. You may use one fashion brand for all questions or choose different brands. Please state clearly.
3. Your answers should show basic understanding of branding, fashion markets, and strategic thinking.
4. Answers should include explanation and examples, not only descriptions.
5. Please follow the word limits for each question.

Question 1 – Brand Identity and Design Expression (25 %)

Choose one international or local fashion brand you know. Describe the brand's main identity and values, and explain how they are shown in the brand's product design, visual style, and customer experience.

Question 2 – Market Position and Target Consumers (25%)

Explain how the brand is positioned in the fashion market. You may discuss its target customers, price range, main competitors, and where or how the products are sold.

Question 3 – Culture, Lifestyle, and Consumers (25%)

Fashion brands often connect with culture and lifestyle. Explain how the brand relates to culture, lifestyle, or identity, and how this connection influences consumers' feelings about the brand.

Question 4 – Future Challenges and Simple Strategy Proposal (25 %)

Imagine you are helping this brand as a junior assistant. Identify one possible challenge the brand may face in the next three to five years, and suggest one practical idea to help the brand respond to this challenge.

※ 注意：1. 考生須在「彌封答案卷」上作答。

2. 本試題紙空白部份可當稿紙使用，試題須隨答案卷繳回。

3. 考生於作答時可否使用計算機、法典、字典或其他資料或工具，以簡章之規定為準。