Executive Summary

Purposes of the Presentation
The purpose of this presentation is to (1) further enhance foreigners experiences while shopping at Macy’s to feel connected to home, and (2) to expand their market by targeting a whole section of the world’s population that they currently are not appealing to.

Turning Messi into Macys: The Importance of Cultural Expansion
Macy’s is facing problems expanding the diversity of their store, and they are neglecting the huge Asian population, which could be giving them a lot of business if they learn how to market to their needs. The beauty industry is huge in Asia, so that would be a great business for Macy’s to alter in order to attract the Asian population. The beauty industry is a better business to expand than others because beauty is very important in the Asian culture. Putting a focus on marketing to attract this population will help draw them in. There are many apps that Asians use to shop online and Macy’s should make sure to make their advertisements pleasing to them, so Macy’s will stand out to them.

Merging Cultures for a Family-Fun Shopping Experience
Macy’s can expand their beauty industry by marketing their best and highest quality makeup brands that Asians love. They can make beautiful and colorful advertisements, featuring well-known Asian models to show off their best brands. They can up their online Asian apps, so when tourists are visiting America the Macy’s icon will stand out to them. They can expand their customer satisfaction by hiring multilingual employees, so any shopper will feel welcomed and at home. A happy customer means more revenue and people will talk highly about the company! Macy’s can also expand the diversity of their models, so customers will feel inclined to buy the products that their favorite celebrities are showing off. Also, Macy’s should plan some fun events. The Spring Festival is a very popular event in Asia and is also celebrated in many places around the United States. Having these fun events will will make the customer experience much more enjoyable and attract families to come and celebrate! Merging cultures is an amazing way to bring the world together and spread love and happiness among all types of people.

An Asian Makeover: Macy’s Style!
Our team proposes that Macy’s alters the beauty industry to expand diversity and make the Asian population feel welcome. They can do this by:
1) Hosting fun events and hiring employees that speak Chinese and other Asian languages to make people of all cultures feel welcome and enhance their shopping experience
2) Adjust advertisements to appeal to people in the Asian population by featuring well-known models and brands. This will expand their revenue by introducing an entire new population. This idea will create a more welcoming shopping experience and will help bring different cultures together to celebrate the success of Macy’s.