

# ***ABSTRACT***

The topic of this project is in form of statement which clearly states the main theme of the study. It is a totally new topic for studying while there is no official investigation or study done solely for such a specific area. Just for this reason trigger added excitement and value to this study. Besides, the other reasons leading me to devote my efforts to the topic is the increasing in importance of Public Relations & Advertising in the business world and become more critical since late 70's.

The main objectives to carry out this study are as follows :

1. To get a clear idea on the high-end fashion industry in Hong Kong
2. To get an understanding about the role of PR & Advertising play in the fashion retail industry in Hong Kong
3. To get an understanding about the importance and functions of PR & Advertising in The Swank Shop.
4. To examine the planning and implementation processes of PR & Advertising programs in The Swank Shop to see their effectiveness and efficiency in achieving pre-set targets.
5. To find the differences between the usage of PR & Advertising tools amongst the top fashion retail companies in Hong Kong, and to compare their attributes and results with The Swank Shop.

With the in-depth study, the Swank Shop after handed over by Mr David Hong , the direction of PR & Advertising have some changes, that to be more open-minded and willing to try new promotion methods. However, it is still governed by its traditional norm in The Swank Shop. This norm deters The Swank Shop to improve and receive large breakthrough. The norm is "give everthing the target customers want could brings success".

One of the main strategies in PR & Advertising is solely emphasising on the existing loyal customers and ignore the potential and high quality customers. As a result, there is not only losing customers and creating weak customers base, but also causing wastage on resources. All of these make The Swank shop hard to expand further. All in all, the core solution for this situation is to release from the tradition burden and try its best to widen the customer base.