

# Shanghai Jin Jiang International Hotels (Group) Company Limited Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Shanghai Jin Jiang International Hotels (Group) Company Limited Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Shanghai Jin Jiang International Hotels (Group) Company Limited and its competitors. This provides our Clients with a clear understanding of Shanghai Jin Jiang International Hotels (Group) Company Limited position in the [Restaurants and Leisure](#) Industry.

The report contains detailed information about Shanghai Jin Jiang International Hotels (Group) Company Limited that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Shanghai Jin Jiang International Hotels (Group) Company Limited. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible

threats against it.

The Shanghai Jin Jiang International Hotels (Group) Company Limited financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Shanghai Jin Jiang International Hotels (Group) Company Limited competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Shanghai Jin Jiang International Hotels (Group) Company Limited business.

## **About Shanghai Jin Jiang International Hotels (Group) Company Limited**

Shanghai Jin Jiang International Hotels (Group) Company Limited provides hospitality services. The company engages in star-rated hotel operation and management, budget hotel operation and franchising, food and restaurants, and other businesses.

### **Jin Jiang Inn Budget Hotels**

Jin Jiang Inn Budget Hotels is a main focus of the company's business development. The business of Jin Jiang Inn Budget Hotels comprises mainly the operation of Jin Jiang Inn Budget Hotels on leased properties, the grant of franchises of the brand of Jin Jiang Inn to third party hotel owners, and the development of budget hotels on the company's

own properties.

In 2008, Jin Jiang Inn entered into new agreements for the development of 15 self-managed budget hotels and 65 franchised budget hotels. As of December 31, 2008, there were a total of 360 Jin Jiang Inn Budget Hotels either in operation or under development (including 7 Bestay Hotels Express), offering an aggregate of approximately 48,000 guest rooms. During 2008, 80 new Jin Jiang Inn Budget Hotels commenced operations, including 26 self-managed hotels and 54 franchised budget hotels.

As of December 31, 2008, there were 240 Jin Jiang Inn Budget Hotels in operation. The Jin Jiang Inn Budget Hotel's network covered 98 cities in 29 provinces, autonomous regions, or municipalities, including 169 budget hotels in the Yangtze River Delta region.

#### Star-Rated Hotel Management

As of December 31, 2008, Jin Jiang Hotel Management managed 100 Star-rated hotels with approximately 29,000 guest rooms, spreading across 49 cities in 21 provinces, autonomous regions and municipalities in China, of which 72 hotels are owned by third parties but managed by the company.

#### Food and Restaurants

As of December 31, 2008, Shanghai KFC had a total of 233 outlets. Other restaurant chains included 5 Café de Coral outlets operated by Shanghai New Asia Café de Coral Company Limited, 62 New Asia Snacks outlets, 21 Yoshinoya outlets, and 71 Jing An Bakery outlets. Chinoise Story operated 2 restaurants, each located in Shanghai and Wuhan respectively.

#### History

Shanghai Jin Jiang International Hotels (Group) Company Limited was founded in 1995.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.

The complete financial data is available for publicly traded companies.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

### **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

### **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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