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China’s Financial Services Industry – Porter’s Five Forces Strategy Analysis

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Abstracts

Strong economic growth, rural-to-urban migration, a high savings rate, a burgeoning middle class and receding regulatory barriers all make China a most-compelling long-term target for foreign financial firms. Despite the risks posed by a fledgling regulatory regime, lax enforcement and a weak court system, more than 60% of survey respondents say that China will be important or very important to their organization in 2010.

Aruvian's R'search analyzes China’s Financial Services Industry in Michael Porter’s Five Forces Analysis. It uses concepts developed in Industrial Organization (IO) economics to derive five forces that determine the competitive intensity and therefore attractiveness of a market. Porter referred to these forces as the microenvironment, to contrast it with the more general term macro-environment. They consist of those forces close to a company that affect its ability to serve its customers and make a profit. A change in any of the forces normally requires a company to re-assess the marketplace.

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