Retail Industry in China – PEST Framework Analysis

https://marketpublishers.com/r/R6B8DD5B0DDEN.html

Date: October 2016
Pages: 25
Price: US$ 300.00 (Single User License)
ID: R6B8DD5B0DDEN

Abstracts

In a world marketplace weighed down by limitations and macroeconomic question marks, China is developing into an emphatic growth opportunity for retailers. China's retail industry has been witnessing rapid development in the last 10 years. Huge overseas investment and fast expansion of various retail shops have generated big demands on store equipment, technology as well as shop design and sales promotion tools.

However, the coming years are likely to witness a slowdown in the Chinese retail industry.

Aruvian Research analyzes the Retail Industry in China in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

Apart from the PEST Framework analysis, the report also includes a brief analysis of the retail industry in China.

Contents

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