

Market Analysis of KTV Industry in China 2015-2020 Proposal

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Abstracts

INTRODUCTION

By far, there are over 90,000 public entertainment places in China with gross revenue of over RMB100 billion. By May 2015, the number of KTV in some big cities exceeds 1000 in number, such as Shanghai, Beijing, Suzhou, Shenzhen, which have 2433, 2080, 1396 and 1310 KTV respectively.

As KTV industry becomes more diversified in business model and employs new entertainment methods, management skills and value-added business, it has great opportunity in China in the future. Middle and West China demonstrate great market potential to grow.

In this report, AskCI will further disclose market potential and commercial opportunities for KTV industry in China. Recommendations will be given at the end of the report to describe the prospect and provide suggestions for strategy making.

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