

Market Analysis of KTV Industry in China 2015-2020Proposal

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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.

Contents

I Overview of KT V Industry in China

I-1 Current Development

I-2 Regulation and Policy

II Market Analysis of KT V Industry by Region

II-1 KT V Market in Beijing

II-2 KT V Market in Shanghai

II-3 KT V Market in Guangzhou

III Consumer Research Analysis

III-1 Consumption Pattern

III-2 Characteristics

III-3 Consumer Behavior

III-4 Factors Influencing Consumer Behavior

IV KT V Location Choosing

IV-1 Geographical Factor

IV-2 Economic Factor

IV-3 Market Factor

V Royalty Fee for KT V Industry

V-1 Royalty Fee and Standard in Global KTY Industry

V-2 Royalty Fee and Standard in Chinese KTY Industry

VI Development Analysis of KT V Industry

VI-1 Song Ordering System

VI-2 Main Equipment

VI-3 Video Equipment

VII Chain Businesses of KT V Industry in China

VII-1 Holiday Co., Ltd.

VII-1.1 Introduction

VII-1.2 Business Network

VII-1.3 Competitive Advantage

VII-1.4 Discount

VII-2 Cashbox Partyworld Co., Ltd.

VII-3 EASTERN MELODY

VII-4 Baoledi Co., Ltd.

VIII Prospect of Overseas Medical Services Agency Industry in China

IX Conclusion and Recommendations

List Of Tables

LIST OF TABLES

Table 1 Number of KT V stores in major cities in China, 2015

Table 2 Top 10 popular KT V stores in Beijing, 2015

Table 3 Major KT V in Beijing and their locations, 2015

List Of Figures

LIST OF FIGURES

Figure 3 Distribution of KT V in Beijing by region, 2015

Figure 4 Average spending on entertainment for Beijing residents, 2009-2014

Figure 6 Average spending on entertainment for Shanghai residents, 2009-2014

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