

# Report on Operation and Investment Strategy of China's Fresh Food E-commerce Industry

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## Abstracts

This report will use methods such as Five-Force model industry analysis, the value chain analysis and SWOT analysis to analyze the data of E-commerce enterprises and seek answers to the below questions: Whether the fresh food E-commerce has a promising future? What is the future development trend of the industry? Which commercial patterns and operation strategies will be successful? And where are the potential investment opportunities in the production and circulation of agricultural products?

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