

Vitamin Price in China

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Date: February 2014

Pages: 6

Price: US\$ 2,979.00 (Single User License)

ID: VA7B3A636AAEN

Abstracts

This is a benchmarking research studying the cost structure of Chinese vitamin C and the competitiveness of major Chinese players. A scientific methodology is used to set up the model and verify afterwards. The breakeven price of Chinese products is concluded. The aim of this report is to provide powerful assistance to the strategy group and the management team in making correct decision as how to penetrate the ever-increasing China market and how to catch the maximum commercial opportunities. The report is formulated independently by CCM's professional market researchers, based on the first-hand and primary data which are analyzed by scientific methodology, confirmed with both manufacturers/end users/traders and legal authorities, and presented in a logic way.

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