

# Eastern Home Shopping Network in Retailing (Taiwan)

<https://marketpublishers.com/r/E7DF5CBC0BFEN.html>

Date: June 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: E7DF5CBC0BFEN

## Abstracts

Following the acquisition of U-Life by Eastern Home Shopping Network's parent company, the two homeshopping networks are expected to play a much more cooperative role with each other and may see the use of cross promotions. Eastern Home Shopping Network is anticipated to further cement its position as the leading network with a broad appeal, leaving its sibling network to focus on the younger consumer segment.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Non-Store Retailing, Store-based Retailing.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Strategic Direction

Key Facts

Summary 1 Eastern Home Shopping Network: Key Facts

Summary 2 Eastern Home Shopping Network: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 Eastern Home Shopping Network: Private Label Portfolio

Competitive Positioning

Summary 4 Eastern Home Shopping Network: Competitive Position 2013

## I would like to order

Product name: Eastern Home Shopping Network in Retailing (Taiwan)

Product link: <https://marketpublishers.com/r/E7DF5CBC0BFEN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E7DF5CBC0BFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970