

Shanda Interactive Entertainment Ltd in Toys and Games (China)

<https://marketpublishers.com/r/S40DC365E65EN.html>

Date: September 2012

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: S40DC365E65EN

Abstracts

While online games will remain Shanda's core business, over the forecast period the company will focus more on developing smaller scale games, particularly mobile games. By doing so, the company hopes to capitalise on the growing use of smartphones and tablets among Chinese consumers. This shift in the company's focus is also reflective of the fact that busier lifestyles and fragmented leisure time are driving many young adults away from complicated and time-consuming MMORPGs in favour of...

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: Traditional Toys and Games, Video Games.

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

Why buy this report?

Get a detailed picture of the Toys and Games 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 Shanda Interactive Entertainment Ltd: Key Facts

Summary 2 Shanda Interactive Entertainment Ltd: Operational Indicators 2009-2011

Company Background

Production

Competitive Positioning

Summary 3 Shanda Interactive Entertainment Ltd: Competitive Position 2011

I would like to order

Product name: Shanda Interactive Entertainment Ltd in Toys and Games (China)

Product link: <https://marketpublishers.com/r/S40DC365E65EN.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

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S40DC365E65EN.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