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Shanghai Jinjiang Holdings Co Ltd in Travel and Tourism (China)

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Abstracts

Shanghai Jinjiang Holdings Co Ltd plans to continuously conduct a polarised development strategy, simultaneously concentrating on high-end hotels and budget hotels, as well as its new brand targeted at mid-range to high-end business consumers, in an attempt to secure its leading position in travel accommodation in China over the forecast period. For the budget hotel chain, Jinjiang Inn, the company is likely to stick to an emphasis on franchising to quickly grow its network and gain sales from...

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