

Suning Appliance Co Ltd in Retailing (China)

<https://marketpublishers.com/r/SA569437610EN.html>

Date: January 2013

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: SA569437610EN

Abstracts

Suning aims to pursue a business model of “Wal-Mart plus Amazon” in China, through developing both its store-based and on-line channels over the forecast period. The company relies on successful hybrid formats for its store-based outlet expansion. After several years of strong development, the company operates under five different outlet formats: expo super-flagship stores, elite stores, community stores, specialist stores and county stores. It will continue to expand the distribution network...

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

SUNING APPLIANCE CO LTD IN RETAILING (CHINA)

Euromonitor International

January 2013

Strategic Direction

Key Facts

Summary 1 Suning Appliance Co Ltd: Key Facts

Summary 2 Suning Appliance Co Ltd: Operational Indicators

Company Background

Chart 1 Suning Appliance Co Ltd: Suning in Shanghai

Internet Strategy

Private Label

Competitive Positioning

Summary 3 Suning Appliance Co Ltd: Competitive Position 2012

I would like to order

Product name: Suning Appliance Co Ltd in Retailing (China)

Product link: <https://marketpublishers.com/r/SA569437610EN.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/SA569437610EN.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