

eLong Inc - Strategy, SWOT and Corporate Finance Report

<https://marketpublishers.com/r/EAB48554A99EN.html>

Date: June 2023

Pages: 19

Price: US\$ 175.00 (Single User License)

ID: EAB48554A99EN

Abstracts

eLong Inc - Strategy, SWOT and Corporate Finance Report

SUMMARY

eLong Inc - Strategy, SWOT and Corporate Finance Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

KEY HIGHLIGHTS

eLong Inc (eLong), a subsidiary of China E-dragon Holdings Limited, is a provider of online travel services. It offers room booking services by providing a leading hotel network of more than 750,000 bookable domestic and international properties in 200 countries. Elong provides hotel related information to the travelers through Chinese and English language websites and iPhone, Windows phone, iPad, Android applications and tools such as destination guides, virtual tours, photos, maps and user reviews. It also provides domestic and international air ticket reservations services; and 24-hour customer support in China. eLong markets its services through media advertising, online marketing, direct marketing and co-marketing. eLong is headquartered in Beijing, China.

SCOPE

Detailed information on eLong Inc required for business and competitor intelligence needs

A study of the major internal and external factors affecting eLong Inc in the form of a SWOT analysis

An in-depth view of the business model of eLong Inc including a breakdown and examination of key business segments

Intelligence on eLong Inc's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about eLong Inc, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

REASONS TO BUY

Gain understanding of eLong Inc and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess eLong Inc as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on eLong Inc's business structure, strategy and prospects.

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