

# Research Report on China Chain Store & Franchise Industry in 2009

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## Abstracts

China Chain Store & Franchise industry is in the final link of the whole market system. The circulation of commodities which deals with final consumers has a great advantage. At present, the oversupply market structure improves the status of China Chain Store & Franchise Industry unprecedentedly. By use of good commercial areas, giant chain networks, rapid promotion, China Chain Store & Franchise industry is taking the leadership in the industry chain irreversibly. As the leader of circulation industry, the chain industry will spur the development of upstream industries, especially the industry.

The total volumes of retail sales of consumer goods in China increased from 5.9501 trillion RMB (719.6 billion USD) in 2004 to 10.8488 trillion RMB (1.5498 trillion USD) in 2008, up by 15% and higher than the GDP growth YOY by 5%. Since the beginning of 2004, the total volumes of retail sales of consumer goods in China have increased stably. In a long run, the total volumes of retail sales of consumer goods are always keeping a good increase, which means that the retail market is playing a more and more important role in promoting domestic demands, expanding consumption, promoting economic growth, realizing the scale and industrialization of industry enterprises.

In 2008, the sales volumes of China top 100 chain enterprises reached 1.1999 trillion RMB (171.4 billion USD), up by 18.4% and account for 11% of the total volumes of retail sales of consumer goods in China, remaining the same as that in the previous year. The aggregate number of shops of the top 100 enterprises reached 120,775, rising by 10.6%.

Gome Home Appliances Group stays in the first in China top 100 chain enterprises in successive 3 years with the sales volumes of 104.59 billion RMB (14.94 billion USD),

followed by Suning Appliance Group with 102.34 billion RMB, Shanghai Bailian Group with 94.33 billion RMB, China Resources Vanguard Co. Ltd with 63.8 billion RMB and Dalian Dashang Group Co. Ltd with 62.55 billion RMB.

In 2008, the sales volumes of China top 10 chain enterprises reached 579.4 billion RMB (82.77 billion USD), accounting for 48% of the total sales volume of the top 100 chain enterprises. Meanwhile, the proportion in 2005, 2006 and 2007 was 47%, 48% and 50%.

In 2008, the number of direct employees of China top 100 chain enterprises was over 2 million and the number of newly-opened stores reached 23,844, among which 20,000 stores were opened in rural areas. The average investment in every single store of over 3,000 stores in cities surpassed 5 million RMB, which completed the direct investment to nearly 20 billion RMB.

In 2008, among China top 100 chain management enterprises, there were 23 chain enterprises engaging in general merchandise (in 2007, the number was 22), 7 enterprises engaging in household electrical appliances and 4 enterprises engaging in home building category. Affected by the macro – economy in the second half of last year, enterprises engaging in general merchandise, household electrical appliances and home building category were under great pressures. However, it was worth noting that hotel chain industry developed very fast. Home Inn symbolized hospitality industry's entry into China top 100 chain management enterprises and further proved its leader status.

China Chain Store & Franchise Industry officially moves from retailing to the field of wholesale, production and services. The chain operation in service industry will expand widely, developing from tourism, restaurant, washing and dyeing and color enlarge-printing to service, express delivery, transportation, rental, law, intermediary services, the socialization of housework, etc. To some extent, the sales chain organization of side-products will be developed. In retailing, chain operation will be soon developed from supermarkets to convenience stores, general merchandise stores, stockroom – style supermarkets, shopping malls, discount stores, off price stores and home centers. Convenience stores, general merchandise stores and stockroom – style supermarkets will be the formats developing the most rapidly.

By reading this report, readers can learn more information

-Current Status of the Development of China Chain Store & Franchise

- Development Environment of China Chain Store & Franchise Industry
- Competition Status of China Chain Store & Franchise Industry
- Status of the Development of Sub-industries of China Chain Store & Franchise Industry
- Influence Factor to the Development of China Chain Store & Franchise Industry
- Influence of the International Financial Crisis on China Chain Store & Franchise Industry
- Prediction on the development tendency of China Chain Store & Franchise Industry
- Main enterprises in China Chain Store & Franchise Industry and their Operational Status
- Investment Opportunities of China Chain Store & Franchise Industry
- Suggestions of the Development of China Chain Store & Franchise Industry

Persons suggested buying this report:

- International and China Chain Store & Franchise operators
- Invertors of International and China Chain Store & Franchise Industry
- Suppliers of the chain management industry
- Potential investors who are prepared to enter China Chain Store & Franchise Industry
- Research institutes paying attention to China Chain Store & Franchise Industry
- Other persons paying attention to China Chain Store & Franchise Industry

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