

2007-2008 Annual Report on Business Strategies & Investments Development of Multinational E-Commerce Enterprises in China

Report Information

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Research Field: B2B, B2C, C2C, B2G

Enterprises Involved: eBay.com, google.com, alibaba.com, and others

Report Highlights

In 2007, E-Commerce worldwide grew fast and became a booster for economic globalization. In China, conceptual and model innovations of E-Commerce were brought down-to-earth. In addition to maintaining a steady growth momentum, the E-Commerce market received attention and witnessed the entry of international E-Commerce giants.

As far as the overall market is concerned, multinational E-Commerce enterprises have involved in various trading models, further breaking the boundaries between B2B, B2C and C2C. In terms of competition pattern, multinational E-Commerce enterprises have difficulties in getting familiarized with the local market conditions, and are temporally in a disadvantageous position in their competitions with local E-Commerce enterprises. Looking at 2008, multinational E-Commerce enterprises will adjust their operation strategies in China in an effort to gain ground.

In the face of competitions as well as market changes and challenges, the 2007-2008 Annual Report on Business Strategies & Investments of Multinational E-Commerce

Enterprises in China released by CCID Consulting will help enterprises and investors to more accurately grasp the development trend of China's E-Commerce market:

- 📖 Accurate market description data, describe annual market changes from the perspectives of market size, competition pattern and brand structure, and see through the industry development trend.
- 📖 Outline multinational E-Commerce enterprises' competition performance in China in 2007, sum up their competition strategies in China from such diverse dimensions as R&D strategies, R&D directions, R&D inputs, R&D layout, brand strategies, product strategies, channel strategies, pricing strategies, services strategies, employee management, employee incentives, employee training and development, and assess their secrets for market leadership.
- 📖 Conduct in-depth analysis of leading multinational E-Commerce enterprises' major strategic measures such as their R&D positioning, services positioning, product positioning and HRM strategies, and compare and evaluate their competition strategies from the three major dimensions of R&D, marketing and human resources.
- 📖 In combination with the research conclusions about multinational E-Commerce enterprises' competition strategies in China, provide strategic decision support to users who use this report.

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