



International Strategies of the Food Retail Industry

By Sebastian Becker

GRIN Verlag. Paperback. Condition: New. 68 pages. Dimensions: 8.3in. x 5.8in. x 0.2in. Bachelor Thesis from the year 2008 in the subject Business economics - Trade and Distribution, grade: 1, European Business School London Regents College, language: English, abstract: This research is concerned with the evaluation of factors that contribute towards sustainable competitive advantage in the food retail sector in China. Increasing globalisation encounters problems to market particularities from the macro and micro point of view. This research emphasises on the evaluation of political, economical, social, technological, ecological, and legal factors, the market attractiveness based on the bargaining powers of buyers and suppliers, the transformation of resources into capabilities, and the creation of value along the supply chain of key international market players. The research is undertaken on the bases of cutting edge literature, articles, and journals. It is enriched by the use of primary research in the form of an interview with the general manager of Metro Cash and Carry, the worlds largest self service food and non food retailer. Contemporary studies have been conducted through online sources. The contributing factors for a successful strategic alignment in China are economies of scale and scope. This has been gathered from the...



READ ONLINE
[6.8 MB]

Reviews

This kind of pdf is almost everything and made me seeking forward and much more. It is actually packed with wisdom and knowledge You will not really feel monotony at whenever you want of your own time (that's what catalogs are for about when you question me).

-- **Martina Maggio**

Extensive guide! Its such a very good read. I really could comprehended almost everything out of this created e ebook. You will like how the writer write this ebook.

-- **Katherine Feil**