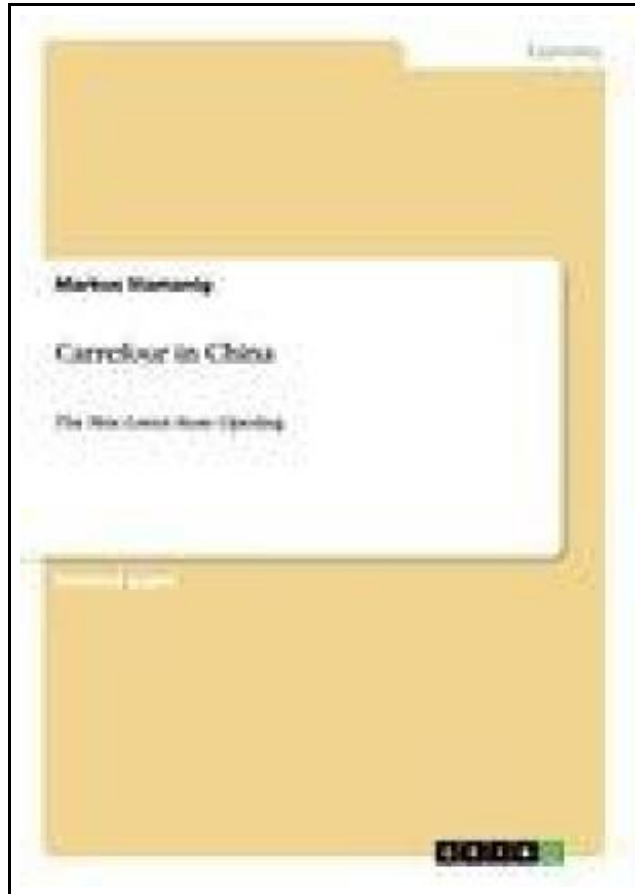


Carrefour in China



Filesize: 7.69 MB

Reviews

Absolutely essential read through ebook. Better then never, though i am quite late in start reading this one. Your life span will likely be change once you total reading this article pdf.

(Jody Veum)

CARREFOUR IN CHINA

DOWNLOAD



Grin Verlag Mai 2012, 2012. Taschenbuch. Book Condition: Neu. 211x146x10 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2012 in the subject Business economics - Trade and Distribution, printed single-sided, grade: A, Florida International University, Modesto A. Maidique Campus, language: English, abstract: Carrefour entered China in 1995 with its first store opening in Beijing. It entered the market with the main objective to mix its modern western store concept with the local preferences; thus providing a store assortment mixed with Eastern and Western elements in food and design. A well-managed planning and careful management of operations, allowed Carrefour to become the number-one foreign retailer in China; consequently, China became the company's fifth largest market. This paper illustrates the challenges that Carrefour faced when deciding to open its first green store in China. Challenges were due to a limited time line, budget constraints, and constrained resources; the fast growing market and the high competition were making the situation even more difficult to handle. All these factors and other operational problems led to an increasing complexity for new project developments. This paper discusses this matter by analyzing the competition and operational environment, using the so-called Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. Based upon this analysis, an integrated strategy for go green is formulated; taken into account internal and external factors and forces. 56 pp. Englisch.



[Read Carrefour in China Online](#)



[Download PDF Carrefour in China](#)

Related Books



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Download eBook »](#)



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

[Download eBook »](#)



Adobe Indesign CS/Cs2 Breakthroughs

Peachpit Press, 2005. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Adobe InDesign is taking the publishing world by storm and...

[Download eBook »](#)



Have You Locked the Castle Gate?

Addison-Wesley Professional. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Is your computer safe Could an intruder sneak in and steal...

[Download eBook »](#)



The Java Tutorial (3rd Edition)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book...

[Download eBook »](#)