



## Case Study: Rediscovering Market Niches in a Traditional Industry

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GRIN Verlag Dez 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Scientific Essay from the year 2004 in the subject Business economics - Business Management, Corporate Governance, University of Phoenix, 1 entries in the bibliography, language: English, abstract: In Jingdezhen, China, fine porcelain has been manufactured for 2,000 years. One would think that an industry that has lasted two millennia would have such a market dominance that few, if any, competitors could be a serious threat. However, this is not the case. For the porcelain manufacturers of Jingdezhen, competition has become so fierce that the innovators of the industry have now fallen by the wayside. This paper will discuss this informative case study. Case Study: Rediscovering Market Niches in a Traditional Industry 12 pp. English.



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