Carrefour in China



Filesize: 1.82 MB

Reviews

Excellent eBook and valuable one. We have read and i am certain that i will going to go through once more yet again later on. You will like how the blogger publish this ebook.

(Moriah Jenkins)

CARREFOUR IN CHINA



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.



Other Kindle 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 »



Ne ma Goes to Daycare (Paperback)

AUTHORHOUSE, United States, 2015. Paperback. Book Condition: New. 216 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****. This book is about a little biracial (African American/Caucasian) girl s first day

Read eBook »



Children's Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English] (Paperback)

Createspace, United States, 2013. Paperback. Book Condition: New. 254×178 mm. Language: English . Brand New Book ***** Print on Demand *****. ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to

Read eBook »



Short Stories Collection I: Just for Kids Ages 4 to 8 Years Old

2013. PAP. Book Condition: New. New Book. Delivered from our UK warehouse in 3 to 5 business days. THIS BOOK IS PRINTED ON DEMAND. Established seller since 2000.

Read eBook »



Eighth grade - reading The Three Musketeers - 15 minutes to read the original ladder-planned

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 124 Publisher: China Electric Power Press Pub. Date: 2010-8-1. Contents: The first

Read eBook »



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner's Crochet Guide with Pictures) (Paperback)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Getting Your FREE Bonus Download this book, read it to the end and

Read eBook »