

# STUDY ON RELATED STRATEGIES IN DEVELOPMENT OF MAINLAND CHINA MARKET FOR CHILDREN'S EDUCATIONAL FRANCHISE BUSINESS - TARGS

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## ABSTRACT

During the past twenty years, the scale of the market of children's education in Taiwan has been growing largely on the basis of increasing development of social economy and enhancement of internationalization. With the common efforts made by Dow-Sheng Kindergarten, You-Hua Kindergarten, Gram English Center, KOJEN English Language School, Global Village Language Center, HESS English Center, Kid Castle Educational Institute, Joy Enterprises Organization, Jordan's Language School, Giraffe Cultural Enterprises, the operation and development of children's education franchise business has been well-established. However, due to the small scale of domestic market in Taiwan, which is called as type of "Shallow-Dish Economy", the development of any type of franchise industries will be constrained ultimately. At the same time, the Mainland China across the Taiwan Straits, on the basis of huge population of 1.3 billion and in combination of "Reform & Opening" policy and the trend of internationalization, is showing an enormous chance for business in its domestic market. That made her not only the critical market for the franchise industries from all over the world, but also the best advancing stone to make their debut on international stage for franchise industries in Taiwan. And the current phase of the development of social economy on which Mainland China is, is very similar to that Taiwan was in the early 1980's. This provides excellent conditions for the development of children's education franchise business. Based on the recognition, it induces our motivation to study on the problems, which may be encountered during the process of exploitation of market in Mainland China and simultaneously, the opportunities. The major purpose of the said study is to discuss on the problems, which may be encountered during the process of exploitation of market in Mainland China and study on the related strategies for making solution. And the said study further focus its target on the original key factors of development and market exploitation of franchise industries: 1. Target market defining; and 2. Strategy making. The said study mainly focus on the children's educational institute which exploits market in Taiwan successfully and also has experience of exploitation of market in Mainland China. It attempts to know the key factors of success of that institute, and to deduce the methodology for making related strategy during the process of exploitation of market in Mainland China. The specified studying target of the said study is as follows: n Kid Castle Educational Institute - A children's educational franchise institute with both the characteristics of successful experience in exploitation of market in Taiwan and Mainland China. However, the problems which the said study focus on, is not easy to get magnitude of statistics or material for proofing from extensive investigation or survey on related practices or exemplary cases. Based on this fact, the said study is planning to use the experience for developing of children's educational franchise industries in Taiwan as a basis, and combine the case study on the experience of exploitation of market in Mainland China of the specified children's educational franchise institute, then structure the proofing system of the said study by deducing their successful experience. As a conclusion, a children's educational franchise institute should define its target market according to its core value or core competition capability at the early stage of development. After define the target market clearly, it is able to extend the market vertically or horizontally according to the conditions of the enterprise.

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