

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

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ABSTRACT

After Mainland China entered into WTO on Dec. 11th, 2001, with the opening of domestic market, it can be expected that the chain distribution industries from all over the world will beset the huge market which the traders looked at for a long time. But reviewing the status of development of franchise service industries in Mainland China, it mainly concentrates on some low-ending businesses including restaurant, retailing store, dress & accessory shop, etc.. The children's educational business with higher speciality and complexity, which like the preschool and complementary English school, is not well-developed yet. For instance, on Nov. 7th, 2001, the first one kindergarten co-established by Shanghai and Taiwan, "Shanghai Kid Castle Xujiahui Rd. Kindergarten", was opened. And that induced lots of care and extensive discussion by people in Shanghai who were engaged in educational business. The "Xin Min Night Press" which was the press with the largest publishing amount in Shanghai entitled this news as "Funny! The kindergarten also in Chain". It indicated that people in Mainland China were strange to operating the children's educational business by chain. It could be understood that children's educational franchise business is an industry with low extent of development in Mainland China. Based on this fact, we can deduce reasonably that there is a large space for developing for this business in Mainland China. However, based on the same fact we can deduce reasonably that there are some barriers which should be overcome in development of this business in Mainland China. Therefore, to know exactly the opportunities and problems of children's education market in Mainland China is the first topic of the said study. The second topic of the said study is to know the programs for channel and organization development in Mainland China of the children's educational business. 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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