Global economic integration&quot

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A Study ?????? of Marketing Strategy of High-Level English ???? Training Market
"Global ???? economic integration" is undoubtedly the Chinese SCI???? language training market,SCI???? ????,?????www.lunwenxlx.com? ???? the main drivers SCI???? of growth, along with the ???? process of economic globalization, ?? foreign language learning for the ???? Chinese people become ???? increasingly important. English as the common language of the sci?? world, occupy most of the market in the proportion of ?? foreign language ???? training.
Meten ???? English is one ?????? of sci?? the largest high-level English training ???? for the main business paper of the private education groups, specific business ?????????? into adult English Education, Children's Use of English education, English Online English learning and corporate ???? training ???? organizations. After sci???? years of effort, Meten English has become a research and development and teaching as one of CPMP?? the ???? national large-scale ???? educational group. Currently the country has 32 teaching centers, more than EI???? 2,000 employees. Among them, more than three hundreds foreign EI?? teachers and ??SCI?? more EI???? than 600 local teacher-strong faculty, teaching experience, training across the country each ????? year tens of thousands of students.
This sci?? article from the ei village consumer point ???? of view, ?? through questionnaires and interviews with consumer data analysis to China's largest private 2012???????? high-level English training companies ?????? – Meten ??????? Education Group as the sci???? main object of study, sci?? focusing on ???? high-level English education to explore our local enterprises in the competition with the strengths, weaknesses and the opportunities and challenges facing ???? the further discovery of high-level English training service 2013???? problems, put forward the direction of enterprise development and improvement strategies, on this basis, further analysis of English education enterprise business model, market competition strategy and sci ?? services SCI???? enhancing measures. In order to promote China's high-end English training services closer sci?? to consumer demand ?sci?? and behavior, ????? to personal, professional 2012?????? and perfect the development of high-end enterprises to enhance their competitiveness in English Education ???? to provide ???? theoretical reference.
Specifically, ???? the main contents of this paper include:
First, explain the chosen AP English as an example to discuss our sci???? high-end English ?????? training business marketing strategy background and purpose , and to the ?????? theory of corporate marketing ?????? commenced the necessary review , thus forming a framework and sci?? methodology for this study .
Secondly, the domestic ???? high-end ei compendex English training industry overview ???? analyzed, mainly related to the " size of the domestic market, sci?? English language training , English language ?????? training domestic main formats presented and the characteristics ???? of the ???? sci domestic high-end English training and ??? competition ," ???? three aspects .
Again, on ????????? China 's high-end ???? English ?????? training ei???? needs of the target market of consumers conducted research and analysis ???? , and ei?? the analysis of the ???? survey , based ???? on the relevant data were analyzed , obtained relevant conclusions ????????? to meet CPMP?? the current market .
Furthermore , combined with AP English sci?? 's ei?? own situation EI???? , ???? operating status of the market and competition situation analysis carried ?????? out , ei sci including " AP ei?? English sci???? course of development and CPMP market positioning , ???? key competitors and operating strategies introduced , as well sci ???? as ???????? the 2010 sci use of science citation index multiple models ??SCI?? of sci ?? marketing and methods of a comprehensive analysis of the status of ???? competition in AP ?????? English product . sci?? "
Finally , in the background ???? and a comprehensive analysis based on the AP English studies were targeted marketing strategy , and then puts forward some suggestions for improvement .

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