

A Study of Marketing Strategy of High-Level English Training Market

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"Global economic integration" is undoubtedly the Chinese language training market, SCI, www.lunwenlx.com? the main drivers 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 world, occupy most of the market in the proportion of foreign language training. Meten English is one of the largest high-level English training for the main business of the private education groups, specific business into adult English Education, Children's Use of English education, English Online English learning paper and corporate training organizations. After years of effort, Meten English has become a research and development and teaching as one of the national large-scale educational group. Currently the country CPMP has 32 teaching centers, more than 2,000 employees. Among them, more than three hundreds foreign teachers and more than 600 local teacher-strong faculty, teaching experience, training across the country each year tens of thousands of students. This article from the consumer point of view, through questionnaires and interviews with consumer data analysis to China's largest private high-level English training companies – Meten Education Group as the main object of study, 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 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 services enhancing measures. In order to promote China's high-end English training services closer to consumer demand and behavior, to personal, professional 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 2012 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 methodology for this study.

Secondly, the domestic high-end English training industry overview 2010 analyzed, mainly related to the "size" of the domestic market, English 2012 language training, English language training domestic main formats presented and the characteristics of the domestic high-end English training and competition, "three aspects".

Again, on China's high-end English training needs of the target market of consumers conducted research and analysis, and the analysis of the survey, based on the relevant data were analyzed, obtained relevant conclusions to meet the current market.

Furthermore, combined with AP English's own situation, operating status of the market and competition situation analysis CPMP carried out, including "AP English course of development and market science citation index positioning, key competitors and operating strategies introduced, as 2013 well as the use of multiple models of marketing and methods of a comprehensive analysis of the status of competition CPMP in AP English product."

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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