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

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"Global economic integration" is undoubtedly the sci?? Chinese language training market,SCI????,?????www.lunwenxlx.com? ?sci?? the main ???? drivers of growth, ???? along with the ?????? process of sci?? economic globalization, foreign language learning for the Chinese people become increasingly important. ?? English ?????? as the common language of the sci ???? world, sci???? occupy ???? most of the market in the proportion of foreign language ???? training.
Meten English ei sci is one of the ???? largest sci???? 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 EI???? Online English SCI???? learning paper and corporate ????????? training organizations. ????????? After years of effort, Meten English has ei village 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 sci?? than 600 local teacher-strong faculty, teaching experience, sci???? 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 ?sci?? China's largest ???? private high-level English training companies – ??SCI?? Meten Education Group sci?? as the main object of study, focusing on high-level English education to explore our ?????? local enterprises ???? in sci?? 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 ei?? improvement strategies, on this basis, SCI???? further ??SCI?? analysis ???? of ei?? English education ???? enterprise business ???? model, ???? market ???? competition strategy and services enhancing measures. In order to promote China's ???? sci high-end English training services ???? closer to sci ?? consumer ???? demand and ???? behavior, to personal, sci ?? professional EI???? 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 sci?? and methodology for this ???? study .
Secondly, ei compendex the domestic high-end English SCI???? training industry overview 2010 sci analyzed, mainly ?? related to the " size ?????? of the domestic ?????????? market, English 2012???????? language training ???? , English ?????? language training domestic main formats presented EI???? and ?????? the characteristics of the ei???? domestic ???? high-end English training and competition ," three aspects .
Again, on China 's high-end sci?? English training needs of the target market of consumers conducted ei?? research and analysis , and EI?? 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 sci?? use of sci?? multiple models of marketing and methods of a ???? comprehensive ???? analysis of the status ???? of sci???? 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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