Marketing Strategy of High-Level English Training Market

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A Study SCI???? of Marketing Strategy of High-Level English Training Market
"Global ?????? economic ?? integration" is ??????? undoubtedly the Chinese language training market, the ???? main 2012???????? drivers ???? of growth, along with EI???? the process sci?? of ???? economic globalization, foreign ?????? language learning for ???????? the ?????????? Chinese people sci?? become increasingly important. English as ei?? the common language of the world, ???? occupy most ???? of the sci?? market in CPMP?? 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 sci???? adult English Education, Children's Use of English ???? education, English Online ??? English learning and corporate ei?? training organizations. After years of effort, Meten English has become a research and development and teaching as one of the national ???? large-scale EI???? educational group. CPMP Currently the country has 32 teaching centers, more than 2,000 employees. ?????? Among them, more than three hundreds foreign teachers and ??SCI?? more than 600 local teacher-strong faculty, teaching experience, training across sci ?? the country each year tens ???? of thousands of students.
This article from the ???? consumer point ???? of view, through questionnaires and interviews with science citation index consumer data analysis to China's ???? largest private high-level English training companies – 2013???? Meten Education ei village 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 2010 sci 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. SCI???? In order to promote China's high-end English training ?? services closer to consumer demand and ???? behavior, to personal, professional ei?? and perfect the sci???? development of ?sci?? high-end enterprises paper 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 high-end English training sci?? business marketing strategy background ei sci and purpose , ???? and to the theory of corporate marketing commenced the necessary review , sci???? thus ???? forming sci ???? a framework and methodology for this study sci?? .
Secondly, the ????????? domestic high-end English training industry overview analyzed, ei???? mainly related to the EI?? " size ???? of the domestic market, English language training , English language training ???? domestic main formats presented and ?????? the characteristics of the domestic ???? high-end English training ???? sci and 2012?????? competition ," three aspects sci?? .
Again, on China 's high-end English sci?? training needs ?????? of the ???? target market of consumers conducted research and analysis , and the sci ?? analysis of the survey , based sci?? 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 carried out , including " AP ?????? English course of ?sci?? development and ??SCI?? market positioning , key competitors and operating strategies SCI???? introduced , ???? as well as the use of multiple models of sci?? marketing and methods of a ???? comprehensive analysis of CPMP?? the status of competition in EI???? AP English product ei compendex . ????? "
Finally , in the background and a sci???? comprehensive analysis based on the AP English ???? studies were targeted marketing strategy , and then puts forward some suggestions for improvement .
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