Retailing in Shanghai

Part III

- Shopping Area & Specialty Stores
Major Shopping Area

- Xujiahui (徐家汇)
  - [http://v.ku6.com/show/Ha_yqzvFhkBko77f.html](http://v.ku6.com/show/Ha_yqzvFhkBko77f.html)
  - [http://v.youku.com/v_show/id_XMTY2MzE0OTcy.html](http://v.youku.com/v_show/id_XMTY2MzE0OTcy.html)
  - Pacific Department Store, Shanghai No.6 Department Store, Grand Gateway, Oriental Shopping Center, Metro City (Sino-Singapore); Pacific Digital Plaza, BuyNow
• Grand Gateway
  • Hang Lung Properties
  • Opened in 1999
  • http://www.grandgateway.com/
  • http://www.grandgateway.com/1_1.html
  • B1: supermarket
  • L5, L6: restaurants
  • L6: digital plaza; cinema
Major Shopping Area

- **Plaza 66 (恒隆广场)**
  - West Nanjing Road--high-end shopping mall: LV, Cartier, Hermes..
  - A commercial and office complex
  - Opened in 2001
  - A shopping mall and two skyscrapers
  - Shopping mall-5 levels with total area over 50,000 square meters
  - Tower One-288 m high; completed in 2001
  - Tower 2-228 m high; completed in 2006
Major Shopping Area
Major Shopping Area

- Yu Garden (豫园)
- http://v.youku.com/v_show/id_XMTY2MzY1MDQ4.html
Major Shopping Area

- Nanjing Road Pedestrian Mall (南京路步行街)
  - [v.youku.com/v_show/id_XMjE4NzQ0Mjg=.html](http://v.youku.com/v_show/id_XMjE4NzQ0Mjg=.html)

- Huaihai Road (淮海路)

- Wujiaochang (五角场)

- Jing’an Temple (静安寺)
Specialty Stores

• **Best Buy**
  • Set up first branch in SH in 2003
  • 6 stores in SH-no stores in other places
  • 3rd largest retailer in home appliances in China
  • Acquired Jiangsu Five-Star-252 stores (in Zhejiang and Jiangsu)
  • Dual Branding: Best Buy-1st tier
    Five-Star-2nd and 3rd tier
• Gome

• Opened in 1987 in BJ, listed in HK
• Owns 1170 stores in mainland, Hong Kong and Macau (2009)
• Used to be the largest home appliance retailers in China - Now Suning (2009)
• Acquired Shanghai Yongle in 2006
• Yongle-in Shanghai, Zhejiang and Jiangsu
• Acquired Beijing Dazhong in 2007
• President was charged with economic crimes in 2008
• Closed 100+ in 2009
• http://you.video.sina.com.cn/b/3230346716173177
• Suning
  • Founded in 1990
  • Exceeded Gome and became the largest retailer in home appliances in 2009
  • Started by selling air-conditioners
  • 3C-consumer appliance, computer and communication products
  • 941 stores in mainland (2009)
  • 1,000+ stores in mainland, Hong Kong and Japan
  • Listed in Shenzhen in 2004
苏宁空调
速递清凉
活动时间：即日起至7月31日

空调传递清凉，跨界酷享
苏宁空调18年持续领先

好礼赠送  节能补贴

收费服务

免费服务

惠西雅空调火爆热卖

立即购买  快速送货  专业安装

苏宁3C暑期大促正式启动

手机：使用手机下载苏宁易购APP
电脑：访问苏宁易购官网

大客户热线：33079999
www.suning.com
• **B&Q**
  - Opened its first store in Shanghai in 1999
  - Largest of its kind in China
  - 10 stores in SH
  - Acquired OBI (13 stores) in 2006
  - Up to 0.5 billion RMB loss till 2009 because of over expansion
  - Began to close certain stores in 2009
  - Now 41 stores will be transformed (67)
  - Home Depot (Beijing, Tianjin, Xi’an, Zhengzhou) – Acquired Jiashijie in 2006
Specialty Stores

• **Homemart**
  - Started in 1998
  - One of the largest decoration-oriented supermarkets in China
  - Also has inner decoration company
  - Strong presence in SH and Wuhan
• IkEA (宜家)
• 7 stores in mainland, 1 store in Shanghai in 1998
• Shanghai partner is considering transfer its ownership because of 57% down in profit in 2009
• Targeted at middle class white collars
• DIY
Specialty Store

• Red Star Macalline
  • Started in 1986
  • Owns 60+ stores in mainland
  • http://6.cn/watch/2293961.html (2mins)
  • http://v.youku.com/v_show/id_XOTQyNTkyNDQ=.html Ads
• **Yuexing Furniture**
  • 13 stores in China; 2 stores in SH
  • Private
  • Started in 1988 as furniture factory
  • Sponsor of 2010 Expo
月星家居 缔造金夏旋风
黄金·现金周周送
满2000 送1080 现金

活动时间：2009年7月4日、5日
活动地点：月星家居澳门路店

满20000再送价值1088元家居礼包
活动时间：2009年7月4日、5日
活动期间，凡在月星家居三、四楼单个展位消费满20000元可领取价值1088元的家居礼包一份。

缔造金夏旋风 现金周周送不停
活动时间：2009年7月4日—9月27日期间逢周末
活动期间，凡在月星家居单个展位消费满2000元即可领取抽奖券1张；满4000元可领取抽奖券2张，依此类推。每个周末下午5点抽取现金大奖，现场签发好礼若干；同时，在每个月末最后一个周二，月星将在本月所有签发的彩票中抽取金条一条，现金大奖若干，超级玩家再品定若干，一次购多，多重中奖机会，伴您激情过夏。

第一届“魅力小公主”风采大会预选赛
活动时间：7月5日
活动地点：月星家居三楼演播厅

上海月星家居广场
地址：澳门路168号 电话：021-62665266
交通：公交13/19/63/68/76/105/112/113/738/830路
轨道交通三号线中潭路站
Thank you!