Retailing in China

Illustration - Chengdu
Chengdu
Overview

- The capital city of Sichuan
- Population: 10.82 Million
- Area: 12,400 km²
- The center of science, technology, commerce and finance in southwestern China

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Internationalization

- 130 out of Top 500 Enterprises have already entered Chengdu.
- The total number of foreign-funded enterprises exceeded 4,000.
Impressions of Chengdu

- Delicious food: *Asia's first gourmet city*
- Beautiful scenery: the best tourist city in China
- Traditional culture: Sichuan Opera, teahouse
1980’s Chengdu
Modern Chengdu
Retailing in Chengdu

The location of shopping area in CD
Chunxi Road allegedly founded in 1924, today's Chunxi Road shopping area has formed an “Urban Essentials business district”, it is the most prosperous commercial street in Chengdu.
Modern Chunxi Road Shopping Area
Retailing in Chengdu (Cont.)

- Overview (in 2008)
  - Nearly 60,000 retail units
  - Retail sales totaled 109.6 billion RMB

- Retail formats
  - Department Store
  - Supermarket
  - Hypermarket
  - Specialty store
  - Convenience Store
Department stores

- Chengdu department store
- Beijing Hualian
- Moore Parkson
- Benevolence and Spring
- Moore Fashion Plaza
- New World Department Store
- The People's Department Store
- Pacific Department Store,
- Wangfujing Department Store
- Ito-Yokado
- Pacific
- Isetan Department Store,
- Parkson Times Square store
Wangfujing Department Store

Location: Zongfu Road

Country of Origin: China

Established: 1999

Position: Fashion Department Store
Pacific Department Store

Location: Chunxi and Quanxing road.

Country of origin: Taiwan, China

Established: 1993

Position: Popular Trend
Ito Yokada

Location: Chunxi Road Lidu Plaza

Country of Origin: Japan

Established: 1997

Position: Mid-range department store and supermarket
Isetan Department Store

Location: Chunxi Road

Country or origin: Japan

Established: 2007

Position: High-end
Parkson Times

Location: Chengdu Jinjiang Zongfu Road

Attributes: Malaysia

Position: High-end fashion
The People's Department Store

Location: Salt City shopping district

Attributes: Domestic

Founded: 1953

Standing: The oldest local mall, recently was purchased by Shenzhen Maoye

Position: Fashion
Supermarket

- Red Flag: Supermarket
- Mutual: Supermarket
- Auchan: 2 Hypermarkets
- Carrefour: 7 Hypermarkets
- Trust-mart: 7 Hypermarkets
- Wal-mart: 2 Supercenters
Red Flag
Country of Origin: China
Established: June 2000
Format: Supermarket
Carrefour

Country of Origin: France

Established: 1999

Number of stores: 7 Hypermarkets
Specialty Stores

- Gome
- Suning
- Watson
- IKEA
Specialty Stores

Gome

Country of origin: China
Market Entrance: 2000
Headquarters: Beijing
Business scope: Home electronics
Scale: 20 stores

Suning

Country of origin: China
Market Entrance: 2002
Headquarters: Nanjing
Business scope: Home electronics
Scale: 16 stores
Specialty Stores

**Watson**

Country of Origin: Hong Kong, China

Market Entrance: 2003

Business scope: Health and Beauty Products

Number of stores: 6

**IKEA**

Country of Origin: Sweden

Market Entrance: 2009

Number of stores: 1
Retailing in Chengdu

- Location-SN CD
- Location-Ikea CD
Retailing in Chengdu

- Gome CD Location
Convenience Stores

Chengdu WOWO

Country of Origin: China
Market Entrance: 2005
Business scope: Convenience Stores