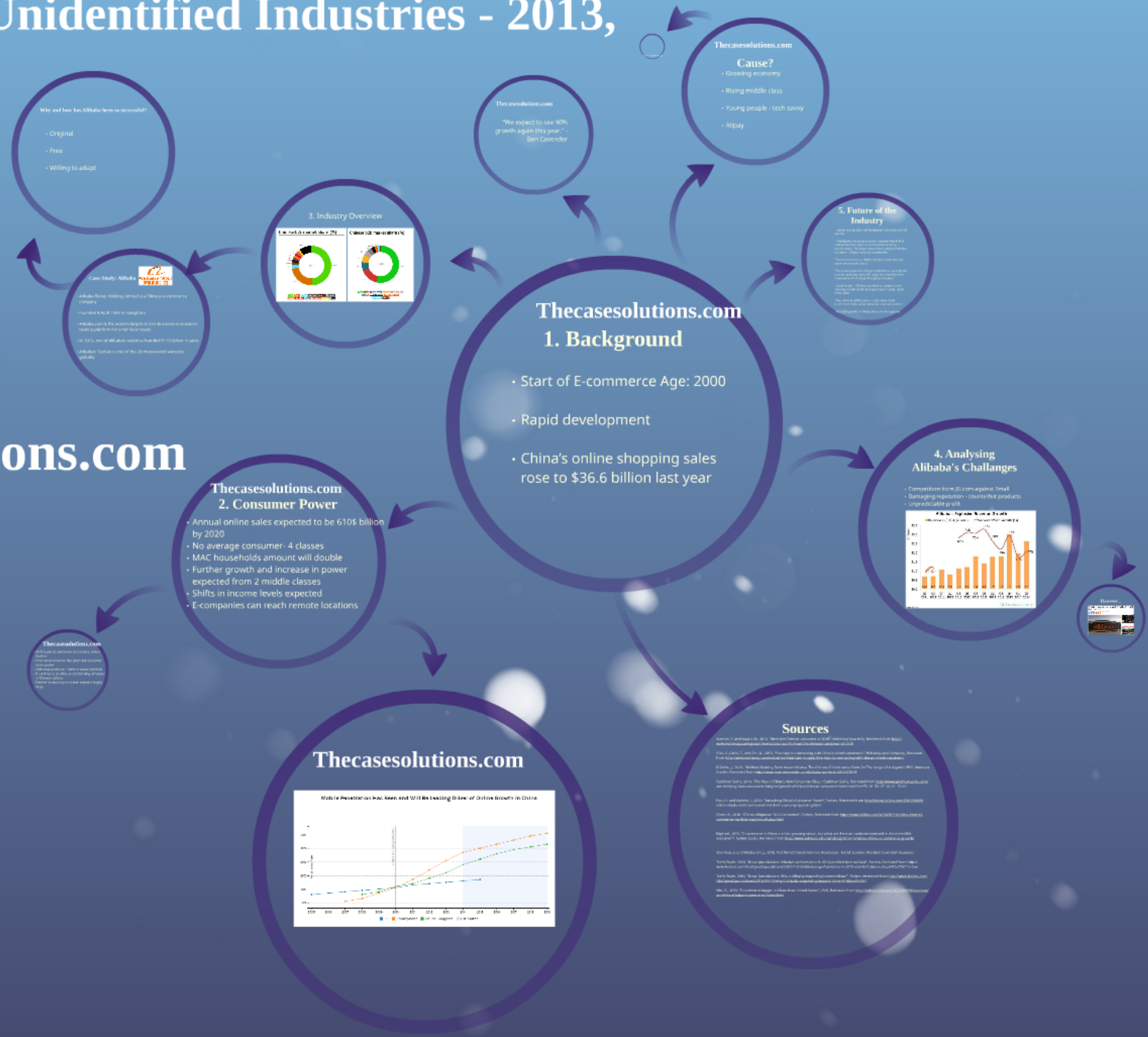
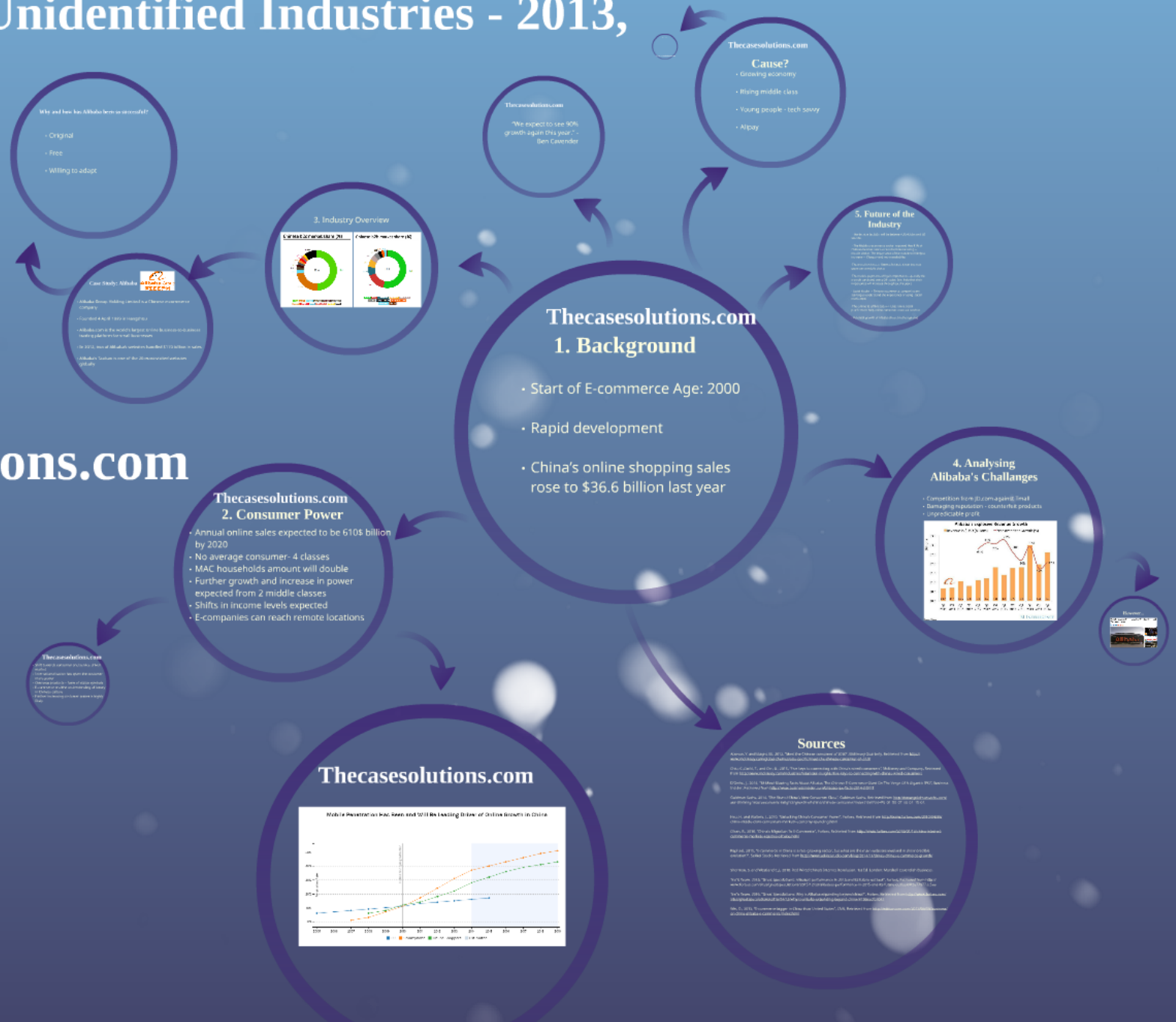


# The Case of the Unidentified Industries - 2013, Chinese Version



## Thecasesolutions.com

# The Case of the Unidentified Industries - 2013, Chinese Version



Thecasesolutions.com

# Thecasesolutions.com

## 1. Background

- Start of E-commerce Age: 2000
- Rapid development
- China's online shopping sales rose to \$36.6 billion last year

**Thecasesolutions.com**

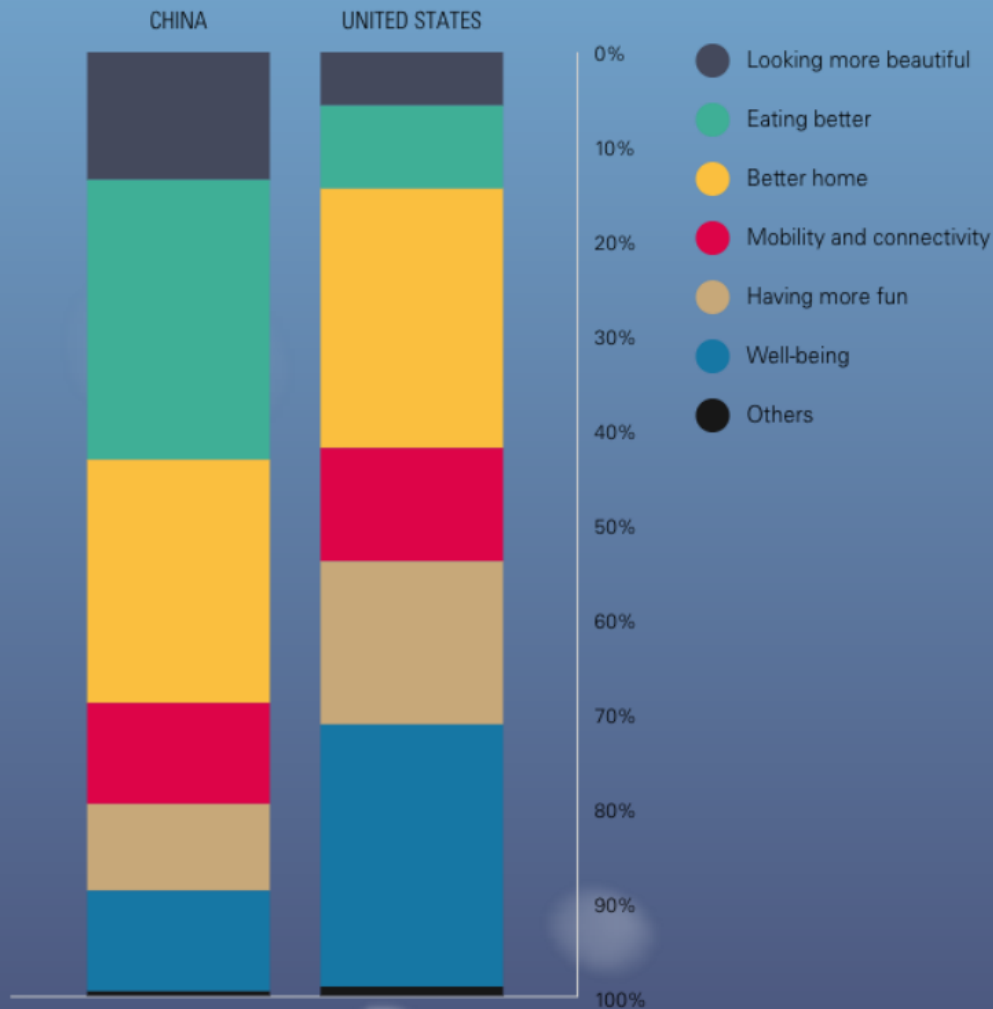
“We expect to see 90%  
growth again this year.” -  
Ben Cavender

**Thecasesolutions.com**

## **Cause?**

- Growing economy
- Rising middle class
- Young people - tech savvy
- Alipay

## Expenditure



[Thecasesolutions.com](http://Thecasesolutions.com)

# Thecasesolutions.com

## 2. Consumer Power

- Annual online sales expected to be 610\$ billion by 2020
- No average consumer- 4 classes
- MAC households amount will double
- Further growth and increase in power expected from 2 middle classes
- Shifts in income levels expected
- E-companies can reach remote locations

# Thecasesolutions.com

- Shift towards consumer and service driven market
- Internationalization has given the customer more power
- Overseas products = form of status symbols
- E-commerce and the understanding of luxury in Chinese culture
- Further increasing customer power is highly likely



# Thecasesolutions.com

Mobile Penetration Has Been and Will Be Leading Driver of Online Growth in China

