China Lodging Group, Ltd (HTHT) : Company Profile and SWOT Analysis

Description:
"China Lodging Group, Ltd (HTHT) : Company Profile and SWOT Analysis" contains in depth information and data about the company and its operations. The profile contains a company overview, key facts, major products and services, SWOT analysis, business description, company history, key competitors, financial analysis, recent developments, key employees, company locations and subsidiaries as well as employee biographies.

Summary
This report is a crucial resource for industry executives and anyone looking to access key information about "China Lodging Group, Ltd"

The report utilizes a wide range of primary and secondary sources, which are analyzed and presented in a consistent and easily accessible format. World Market Intelligence strictly follows a standardized research methodology to ensure high levels of data quality and these characteristics guarantee a unique report.

Scope
- Examines and identifies key information and issues about "China Lodging Group, Ltd" for business intelligence requirements.
- Studies and presents the company's strengths, weaknesses, opportunities (growth potential) and threats (competition). Strategic and operational business information is objectively reported.
- The profile also contains information on business operations, company history, major products and services, key employees, and locations and subsidiaries.

Reasons To Buy
- Quickly enhance your understanding of "China Lodging Group, Ltd"
- Gain insight into the marketplace and a better understanding of internal and external factors which could impact the industry.
- Increase business/sales activities by understanding your competitors' businesses better.
- Recognize potential partnerships and suppliers.

Key Highlights
China Lodging Group, Ltd (China Lodging) operates a chain of economy hotels in China. The company leases, operates, franchises and manages the six branded hotels. It operates 1,425 hotels including 565 leased hotels, 25 franchised hotels and 835 Manachised hotels. Additionally, the company's 63 leased hotels and 350 Manachised hotels are under development. The company operates with a total room inventory of 152,879 spread across 249 cities in 31 provinces and municipalities across China. The company offers six hotel products that are designed to target distinct groups of customers. The company's key hotel brands include HanTing Hotel, Starway Hotel, Joya Hotel, Manxin Hotels & Resorts, JI Hotel and Hi Inn. China Lodging is headquartered in Changning District, Shanghai, China.

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