According to the “Classification of Retailing Forms” issued by Ministry of Commerce in 2004, China's retail industry was classified into 17 categories including grocery, discount store, convenience store, supermarket, hypermarket and department store etc. This Report only refers to the supermarkets with operation area below 6,000 sq m, customers are usually the neighboring residents and the ones with operation area over 6,000 sq m, usually locate at the city centers.

In China, the supermarket revenue is mainly gained from directly selling and charging various fees from suppliers such as access fee, special shelf-display fee, sponsorship fee and anniversary-celebrate fee etc.
Supermarket Access Fee in China

<table>
<thead>
<tr>
<th>Access fee</th>
<th>CNY1000-10000 per time</th>
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<tbody>
<tr>
<td>New arrivals launching fee</td>
<td>CNY200 per unit</td>
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<tr>
<td>Promotion management fee</td>
<td>CNY 150 per unit</td>
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<tr>
<td>DM fee</td>
<td>CNY400 per time</td>
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<tr>
<td>Anniversary-celebrate fee</td>
<td>CNY2000-10000</td>
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<tr>
<td>Sponsorship fee</td>
<td>CNY2000-10000</td>
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</tbody>
</table>

Source: ResearchInChina

Based on the authoritative statistics from the State Information Center, the National Bureau of Statistics and China Supermarket Association, this report gives an in-depth analysis of china supermarket industry.
Table of Contents

• 1. Definition and Characteristics of China Supermarket Industry

• 2. Overview of China Supermarket Industry
  2.1 Status Quo
  2.2 Profit Mode
  2.3 Stepping into Steady-Growth Phase
  2.4 Developments

• 3. Competition Analysis
  3.1 Industry Concentration Degree
  3.2 Local Retail Companies
  3.3 Foreign Retail Companies

• 4. Key Companies
  4.1 Wu Mart
    4.1.1 Company Profile
    4.1.2 Operations
    4.1.3 Development Strategies
  4.2 Lianhua Supermarket Holdings Co., Ltd.
    4.2.1 Company Profile
    4.2.2 Operations
    4.2.3 Development Strategies
  4.3 BuBuGao Trade Chain Share CO., Ltd
    4.3.1 Company Profile
    4.3.2 Operations
    4.3.3 Development Strategies
4.4 Dashang Group
4.4.1 Company Profile
4.4.2 Operations
4.4.3 Development Strategies
4.5 Beijing Hualian Hypermarket Co., Ltd.
4.6 Beijing Urban-Rural Trade Center Co., Ltd.
4.7 Dalian Friendship (Group) Co., Ltd.
4.8 Bailian Group
4.9 Shanghai Friendship Group Incorporated Company
4.10 Wuhan Zhongbai Group Co., Ltd.
4.11 New Hua Du Supercenter Co., Ltd.
4.12 Beijing Jingkelong Company Limited
4.13 Times Supermarket Co., Ltd.

5. Market Competitiveness of Foreign Retail Companies
5.1 Wal Mart
5.2 Carrefour
5.3 Lotus
5.4 Metro

Selected Charts

- The Number of Retail Chain Stores, 2002-2007
- Total Sales of Chain Retailing in China, 2003-2007
- Gross Profit of China Major Supermarkets in 2007
- Total Sales Supermarkets in China, 2003-2006
- Total Sales of Top100 Chain Retailers in China, 2005-2007
- Regional Sales of Top100 Chain Retailers China, 2005-2007
- Sales of Foreign-Funded Supermarkets in China
- The Number of Foreign Funded Supermarkets in China, 2005-2007
- Comparison between Convenience Stores and Discount Stores in China
- Supermarket Access Fee in China
- Cost Comparison Between Local and Foreign Supermarkets in China, 2007
- Total Number of Supermarkets in Hunan, Hubei and Fujian Provinces, 2007
- Gross Profit Margin and Return on Sales of Major Supermarkets in China, 2006-2007
Net Assets of Wu Mart, 2003-2008
Profit and Growth of Wu Mart, 2003-2008
Sales Revenue and Growth of Lianhua Supermarket, 2003-2008
Profit and Growth of Lianhua Supermarket, 2003-2008
Sales Revenue and Growth of BuBuGao Trade Chain Share Co., Ltd., 2005-2008
Profit and Growth of BuBuGao Trade Chain Share Co., Ltd., 2005-2008
Sales Revenue and Growth of Hualian Hypermarket, 2007-2008
Profit and Growth of Hualian Hypermarket, 2007-2008
Sales Revenue Structure of Shanghai Friendship Group Incorporated Company in 2008
Gross Profit of Shanghai Friendship Group Incorporated Company, 2003-2008
Revenue Structure of New Hua Du Supercenter Co., Ltd.
Sales of Carrefour in China, 2003-2007
Sales of Lotus in China, 2003-2007
Store Development of Lotus in China, 1997-2007
Sales of Metro in China, 2003-2007
# How to Order

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<th>Product Details</th>
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</tbody>
</table>

For more information, please contact us at report@researchinchina.com, or at ++86-10-82600828