

**UNIVERSITY OF MACAU**

**F.B.A**

**Market Research on China's Feminine Napkin Topsheet Market**

**And**

**How Should Tredegar Decide Its Market Strategy**

**Thesis Presented to the  
Faculty of Business  
Administration, University  
of Macau for the granting of the  
EMBA degree**

**Joshua Li**

**2000**

**Market Research on China's Feminine Napkin Topsheet Market**  
**And**  
**How Should Tredegar Decide Its Market Strategy**

**TABLE OF CONTENTS**

	<b>Page No.</b>
<b>EXECUTIVE SUMMARY</b>	3
<b>CHAPTER 1: GENERAL INTRODUCTION</b>	4
1.1 Research Objectives	4
1.2 Background and Overview	5
1.3 Issues Need To Be Addressed	7
<b>CHAPTER 2: LITERATURE REVIEW</b> <i>Review</i>	8
2.1 Definition of Key Terms	8
2.2 The Components of Strategy	9
2.3 Marketing Strategy	10
2.4 Competitive Factors Affecting a Firm's Market Orientation	10
2.5 Recent Development Affecting the Strategic Role of Marketing	12
2.6 Corporate Development Strategy	15
2.7 The Competitive Strategy	17
2.8 Fit Between Business Strategies and the External Environment	20
2.9 Customer Value and Satisfaction Study	21
2.10 Quality Expectation Measures	25
2.11 The Purchasing/Procurement Process	26
2.12 Strategies for Growth Market	31
<b>CHAPTER 3: DATA COLLECTION AND METHODOLOGY</b>	36
<b>CHAPTER 4: FEMININE NAPKIN INDUSTRY IN CHINA</b>	37
4.1 Feminine Napkin Market in China	37
4.2 Feminine Napkin Manufacturing Industry	39
4.3 Market Size Projection for Formed Film Topsheet	40
<b>CHAPTER 5: ENVIROMENTAL AND INDUSTRY ANALYSIS</b>	42
5.1 The Remote Environment	42

5.2 Industry Environment	44
5.3 The Five Forces Driving Competition	48
<b>CHAPTER 6: ANALYSIS OF THE TOPSHEET MARKET IN CHINA</b>	52
6.1 Industry Profile	52
6.2 Segmentation	54
6.3 Topsheet Materials Market Situation	59
6.4 Formed Film Information	68
<b>CHAPTER 7: CONCLUSIONS &amp; RECOMMENDATIONS</b>	
<b>—TREEDEGAR’S STRATEGIC CHOICES</b>	82
7.1 The Feminine Napkin Industry	82
7.2 Feminine Napkin Topsheet Market in China	83
7.3 Formed Film Market in China	83
7.4 Tredegar’s Strategic Choice	84
<b>BIBLIOPGRAPHY</b>	88
<b>APPENDIX</b>	89