

Case study of a joint venture in China.

The Author] - ASIMCO

INTERNATIONAL BUSINESS

Analysis of the case study

The strategies undertaken in 2004 were appropriate as per the size, the multinational enterprises has to beat the competition in the Chinese market, where the big companies like Motorola already decided to increase their investments. It is international business to survive the local players is a big challenge (Williams & Zeng, 2004). Discussed about the strategy in which the many multinational companies entered the big end market, entering a highly competitive market targeting the market have the maximum number of customers, penetrating into the market targeting the middle class would have been the most appropriate strategy (Amerongen et al., 2015). The strategy of reducing the cost can be said was one of the most effective strategies, once the cost is being reduced then the price of the products will also be decreased thus making the product or service attractive to price sensitive customers (Carroll et al., 2016).

Recommendations

In 2001, the companies pursued one of the most important strategies to enter the foreign market. In order to enter a foreign market in partnership with the local players would have been one of the most effective strategies. Collaborating with another company would have reduced the capital for entering the foreign as well as the risk of failure of expansion strategy. Joint ventures are one of the most commonly used strategies for entering a foreign market. Buying a Chinese company could have been another effective strategy that would have helped the companies to have a good market share from the very beginning (Amerongen & van Geert, 2005).

Description: -

-case study of a joint venture in China.

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Notes: Thesis (M. B. A.) - University of Ulster, 1999.

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. They also help firms introduce new products, services, and technologies into new and existing markets faster, efficiently, reliably, and cheaply than what they do as individual firms. And it 7194 Words 29 Pages Alliance with the Bear! Examples of countries with such laws are Mexico and China.

Joint Venture and Wholly Owned Subsidiary in China Case Study Example

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Joint Venture and Wholly Owned Subsidiary in China Case Study Example

To understand how you can hedge against risks and maintain control within your JV, please feel free to contact Ivy Gu Manager of Audit Services in Shanghai or Allan Xu Senior Manager of Business Advisory Services in Shanghai at for more information .

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