

摘 要

21 世纪是世界经济一体化的时代。随着经济全球化的不断发展,越来越多的企业面临着更为激烈的全球竞争。企业需要在更广阔的国际市场上寻求新的生存空间和发展机会,而此时“一带一路”战略的提出,依托中国与有关国家现有的双多边机制为我国企业提供了一个走出去的平台。而华为作为我国自主的科技品牌,其国际化的进程和成功是成功的、显著的。

本文以华为成功走进国际市场为例来分析“一带一路”战略实施的重要意义,以及华为在市场中的竞争优劣势,发展潜力和机会,从大环境、营销理论、华为的国际化策略等角度出发,分析华为成功国际化的原因并对该公司的国际化经营道路做出总结,以及对我国企业实施走出去战略的启示。

关键词: 华为; “一带一路”; 营销策略; 国际化

ABSTRACT

The 21st century is an era of world economic integration. With the continuous development of economic globalization, more and more enterprises are facing more fierce global competition. Enterprises need to seek new living space and development opportunities in the broader international market. At this time, the proposal of the "One Belt, One Road" strategy provides a platform for Chinese enterprises to go global relying on the existing bilateral and multilateral mechanisms between China and relevant countries. However, Huawei, as our own technology brand, its internationalization process and success are successful and remarkable.

This paper takes Huawei's successful entry into the international market as an example to analyze the significance of the implementation of the "One Belt, One Road" strategy, as well as Huawei's competitive advantages and disadvantages, development potential and opportunities in the market. From the perspective of the environment, marketing theory and Huawei's internationalization strategy, This paper analyzes the reasons for the successful internationalization of Huawei and summarizes the internationalization of the company, as well as the enlightenment of the implementation of the going-out strategy for Chinese enterprises.

Key words: HuaWei; “One Belt One Road”; Internationalization

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Chapter One Introduction

Since China implemented the "globalization" strategy, the pace of international business activities of Chinese enterprises has accelerated significantly, and the scale of foreign direct investment has expanded year by year. From 2002 to 2011, China's outbound direct investment grew at an average annual rate of 44.6 percent. The investment stock is more than \$400 billion, but it still lags far behind developed countries. By the end of 2011, China's cumulative net outward direct investment (equities) reached \$424.78 billion, ranking 13th in the world and four places higher than at the end of 2010. In 2012, China's FDI reached a new high of \$87.8 billion, up 17.6 percent year on year, against the backdrop of a 17 percent year-on-year decline in global FDI outflow, making it one of the world's top three foreign investment countries for the first time. Among them, Huawei actively implements the internationalization strategy and successfully enters the international market center. Without Huawei's internationalization, there would be no Huawei today. Since 1996, Huawei officially implemented its internationalization strategy. Up to now, its business has covered more than 170 countries and regions, serving more than 3 billion people around the world. It can be said that the road to internationalization of Huawei is the road to growth of Huawei. Therefore, the study of Huawei's international management is of guiding significance to enterprises.

Chapter Two The Proposal and Implementation of The Belt and Road

Initiative

2.1 The Raise of The Belt and Road Initiative

In September and October 2013, China put forward the major initiatives of jointly building the Silk Road Economic Belt and the 21st Century Maritime Silk Road, which have received high attention from the international community. China has put forward two grand strategies in line with the economic integration of Eurasia: (1) the strategic idea of the Silk Road Economic Belt; 2. Strategic vision of the 21st Century Maritime Silk Road Economic Belt. Together, they are called the Belt and Road Initiative. The Silk Road Economic Belt strategy covers the economic integration of Southeast Asia, Northeast Asia, and eventually leads to Europe, forming a general trend of economic integration of Eurasia. The 21st Century Maritime Silk Road Economic Belt strategy connects the three continents of Europe, Asia and Africa by sea with the Silk Road Economic Belt strategy to form a closed loop on sea and land.

2.1.1 Proposed Background

The Belt and Road Initiative was put forward. In the context of the slow recovery of the global economy, strengthening regional cooperation is an important driving force for world economic development and has become a trend. When attending the China-Asean Expo in 2013, Premier Li Keqiang stressed the importance of building a maritime Silk Road oriented to ASEAN and a strategic fulcrum to drive hinterland development. The Belt and Road Initiative is a strategic initiative put forward by the Chinese government in light of the profound changes in the international and regional landscape and the new situation and tasks facing China's development. It is committed to upholding the global free trade system and open economic system, and encouraging countries along the Belt and Road to strengthen cooperation, overcome difficulties and seek common development. It has a profound historical background.

2.1.2 Basic Connotation

Since it was put forward, the Belt and Road Initiative has been expanding cooperation areas and fields, trying and exploring new modes of cooperation, so as to enrich, develop and improve it, but its original intention and principles remain the same. This is the basic point and key to understanding the Belt and Road Initiative. The Belt and Road Initiative is an open and inclusive

initiative for regional cooperation, rather than an exclusive and closed "clique" of China. Today's world is an open one. Openness brings progress, while isolation leads to backwardness. China believes that only by opening up can we identify, make good use of and actively create opportunities and achieve our national goals. The Belt and Road Initiative is about turning the world's opportunities into China's, and China's opportunities into opportunities for the world. It is based on this understanding and vision that the Belt and Road Initiative, guided by opening-up, aims to promote the orderly and free flow of economic factors, efficient allocation of resources and deep integration of markets by enhancing the connectivity of transport, energy, Internet and other infrastructure, and carry out broader, higher level and deeper regional cooperation. We should foster an open, inclusive, balanced and inclusive regional economic cooperation architecture to address the issue of economic growth and balance. This means that the Belt and Road Initiative is a cooperative initiative featuring diversity, openness and inclusiveness. It is fair to say that the openness and inclusiveness of the Belt and Road Initiative is an outstanding feature that distinguishes it from other regional economic initiatives.

2.2 Implementation of The Belt and Road Initiative

According to the Vision and Actions for Jointly Building the Silk Road Economic Belt and the 21st Century Maritime Silk Road, it is proposed that: Xinjiang should give full play to its unique geographical advantages and role as an important window of westward opening, deepen exchanges and cooperation with Central, South and West Asian countries, and form an important transportation hub, trade and logistics center, cultural, scientific and educational center on the Silk Road Economic Belt, and the core area of the Silk Road Economic Belt.

2.3 Impact of The Belt and Road Initiative

The Belt and Road Initiative is a major innovation by which China, as the locomotive of global economic growth in the post-financial crisis era, transforms its advantages in production capacity, technology, capital, experience and mode into advantages in market and cooperation, and implements all-round opening-up. Through the Belt and Road Initiative, we will share the dividends of China's reform and development, as well as the experience and lessons of China's development. China will strive to promote cooperation and dialogue among countries along the Belt and Road, establish a new type of global development partnership that is more equal and balanced, and consolidate the foundation for long-term and stable growth of the world economy. Traditional globalization originated and grew out of the sea. Coastal areas and maritime countries developed first, while land countries and inland countries lagged behind, resulting in a huge gap between the

rich and the poor. Traditional globalization, initiated by Europe and carried forward by the United States, has formed the "West-centered theory" of the international order, resulting in a series of unbalanced and irrational effects such as the subordination of the East to the West, the countryside to the city, and the land to the sea. Today, the Belt and Road Initiative is driving global rebalancing. The Belt and Road Initiative encourages opening-up to the west, promotes the development of the west and landlocked countries and regions such as Central Asia and Mongolia, and promotes the concept of inclusive development of globalization in the international community. At the same time, "The Belt and Road" is China's initiative to promote China's high-quality production capacity and comparative advantage industries to the west. It will benefit the countries along the road and along the coast first, and also change the historical appearance of Central Asia and other Silk Road areas as "depressions" for development only as corridors for trade and cultural exchanges between the East and the West. This will transcend the gap between the rich and the poor and the imbalance in regional development caused by the globalization initiated by the Europeans, and promote the building of a harmonious world of lasting peace, universal security and common prosperity. Huawei has seized this opportunity.

2.3.1 Positive Influence

The "Belt and Road" structure is highly inclusive and welcomes any countries and regions that want to participate in it, so it is also a good opportunity for Huawei to "go global". Under the framework of the Belt and Road, Huawei has a lot of policy support in entering the market of other countries, such as certain tax and legal protection. In addition, under the Belt and Road Initiative, Huawei can adjust its different strategies according to the local market conditions. In regions with different customs and languages, Huawei will change its pricing to cater to the local market, which is good for Huawei to continuously strengthen its own ability. In addition, with the support of national policies, Huawei can effectively prevent and defuse risks in the process of nationalization.

2.3.2 Negative Influence

"The Belt and Road" has brought many favorable impacts on Huawei's internationalization, but it has also brought some obstacles. The Belt and Road has brought a lot of trade friction, which has a great impact on Huawei's development in some countries and regions. And while Huawei continues to strengthen, some countries begin to suppress Huawei on technology and sanctions on policy. This is because Huawei is developing rapidly under the Belt and Road Initiative, some western countries in order to restrain the development momentum of Huawei and Chinese technology enterprises, began to impose sanctions. Some countries along the Belt and Road are unstable, which is a very unstable factor for Huawei's development in these countries.

Chapter Three Huawei's 4P Marketing Theory

3.1 Diversified Products

The 4P marketing strategy of Huawei mobile phone is mainly aimed at providing customers with high-quality technology and services, so as to meet customers' needs, provide more functions and features, meet customers' price requirements, and achieve accurate positioning of technology, products and services. For different people, Huawei can provide devices with different functions to create a comprehensive product chain. In the high-end market for high-income groups, Huawei will provide the highest level of technology in the corresponding equipment. When facing young consumers, Huawei will give its products fashionable colors that appeal to young people, such as beautiful and fashionable appearance. In the face of middle-aged consumers, Huawei will use high cost performance to attract the corresponding consumers. Huawei products can be found in the high-end, mid-range and low-end market segments.

3.2 All-Round Pricing

The 4P marketing strategy of Huawei mobile phone emphasizes that the price can be priced according to the demand and actual situation of customers. On the premise of ensuring the quality and customer satisfaction, customers can buy Huawei mobile phone more affordable through discounts, promotional activities and other channels, so as to obtain more profits. In terms of the same price, compared with other brands, Huawei can provide consumers with better performance, which is more cost-effective for consumers. Besides, Huawei adjusts the selling price of its products according to the product cycle. Before the release of new phones, the previous generation of products will remain stable, and after the launch of the new generation, the price of the previous generation of products will decrease.

3.3 Diversified Sales Place

The 4P marketing strategy of mobile phone focuses on channel positioning, positioning the channels in brand stores, official websites and online channels. At the same time, it strengthens the cooperation with sales channels, expands new channels, improves consumers' recognition of Huawei mobile phone and increases sales. In the beginning, the price of Huawei mobile phones was relatively cheap, but in 2013, the concept of "practice by action" was put forward. Huawei began to shift from low-end to high-end, began to constantly develop its high-end products, and developed

various sales channels, whether offline experience stores or official flagship stores on the Internet. Huawei will provide consumers with perfect and comfortable shopping experience. Huawei offline experience stores are located in many cities, where consumers can experience Huawei's latest products. After getting a good sense of experience, consumers can enjoy some discounts in the online flagship store and get the latest products at a lower price, which will stimulate consumers' purchasing emotions. Similarly, Huawei also has many authorized stores and dealers. In terms of sales channels, Huawei is worth learning from and referring to other brands.

3.4 Multifaceted Promotion

Huawei also has various channels for publicity. Mobile phones of Huawei users have a lot of software independently developed by Huawei. Huawei users can communicate with other Huawei users and share their experience in using it. In this way, Huawei users can experience Huawei's latest products. In addition, Huawei will invite different stars to represent its products according to different consumer groups. For young consumers, Huawei will choose current stars with good reputation to represent its products. For high-end consumer groups, Huawei will choose stars who always appear on the screen with the image of successful people, which has a good effect. Besides, Huawei's advertisements can also be seen everywhere in places with large passenger flow, such as bus stations, subway stations, railway stations and airports. Such imperceptible publicity will leave a deep impression on consumers. When consumers need to change their mobile phones and other devices, they will automatically think of these advertisements they have seen and be willing to learn about them. Huawei's advertising and slogans are designed to leave a deep impression, which is exactly the advantage of Huawei's publicity methods.

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