

Based on the Research of Huawei's International Competition Strategy

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Abstract

In recent years, with the continuous development of social economy and the increasing openness of countries, global trade has also been further strengthened. As a world-renowned high-tech company, Huawei's industrial chain layout has covered the whole world, followed by its continuous acceptance of international competition. Therefore, it is of great significance to study Huawei's international competition strategy. Based on the analysis of the current international marketing environment and marketing strategies of Huawei's mobile phone business, the article puts forward further conclusions..

Keywords

Huawei; International Competition; Strategy; Development Strategy.

1. Analysis of the international marketing environment for Huawei mobile phones

1.1. Macro environment analysis

Among the many influencing factors of the market, the macro environment is one of its very important factors. On the one hand, it affects the overall operation of an enterprise, and on the other hand, it affects the choice of an enterprise's development strategy. The market macro-environment is composed of the political, economic and social factors of the market, generally speaking, it is the opportunities and difficulties brought by the external environment to the enterprise. Generally speaking, the external environment for the development of an enterprise is unstable, so it faces risks at any time during the operation and development of the enterprise. Therefore, how to make Huawei mobile phones survive in the turbulent international development environment is the main analysis content of this chapter.

1.2. Political factors

Due to different national conditions and systems, countries in the world have different legal treaties, conventions, and agreements. Therefore, multinational companies must first understand the political and legal environment of each country when conducting international trade. In the process of international trade, Huawei mobile phones have formulated specific strategies to effectively avoid political risks based on the different social and legal environments of various countries. With its own efforts, Huawei has enhanced its advantages over Western competitors, and thus won the market and respect. It also guides foreign companies to want to join Huawei in order to enhance their competitiveness and attractiveness.

1.3. Social factors

The economic base determines the superstructure, and the superstructure affects the economic base. From the perspective of social change, this factor has a great impact on the international marketing of Huawei mobile phones, but it is not a key factor in the formulation of Huawei's marketing strategy. The degree of attention and acceptance of a brand to a country will be affected by the country. Influenced by the cultural and social environment, cultural soft power can also reflect the country's comprehensive strength, economic strength, product technology capabilities and national image to a certain extent. China has made great contributions to opening up the international market.

Generally speaking, most of today's global consumers have high incomes, so they all pursue high-quality life, which also lays an economic foundation for Huawei mobile phones to enter the international high-end market. The current international social environment provides Huawei mobile phones with In a fair market environment, consumers have a rational and mature consumption psychology, and no longer resist foreign products or foreign manufacturing. What they pay attention to is whether the experience brought by the product is comfortable and whether it meets their own purchase needs. Social modernization and rapid development, The status quo of never leaving your mobile phone is in line with the trend of social development. Therefore, these social factors provide an opportunity for Huawei mobile phones to develop overseas markets.

1.4. Technical factors

Every upgrade of mobile communication technology does not mean that the mobile phone industry is not good, but represents a new era and a broader market for the mobile phone industry. 5G wireless communication technology is the transformation and upgrade of traditional 4G technology. It not only makes up for the shortcomings of 4G, but also upgrades and improves the network speed and complete performance. The emergence of Huawei 5G is a technological revolution for the mobile phone industry. , For competitors of Huawei mobile phones, it is undoubtedly a market share crisis that cannot be underestimated, because the previous 4G mobile phones are not suitable for 5G, so if consumers want to experience 5G networks, they must buy mobile phones that support 5G. This has led to economic growth and the development of the mobile phone industry to a certain extent.

2. Implementation of Huawei's international marketing strategy

2.1. Accurate market positioning, constantly strengthening the "market demand-oriented" innovation strategy

Life needs ideals and direction, and so does a company. The reason why Huawei mobile phones can enter the overseas market is because of two important points. One is accurate target market selection. The second is market positioning. "Huawei's market positioning is the best equipment supplier in the industry", and it is gradually trying to enter the international market, following Mao xx's strategy of "encircling the cities from the countryside". First stand at the commanding heights in China, then from Russia to Latin America, and finally to the European and American markets. So far, Huawei's global layout has been successfully completed.

2.2. Emphasis on technology and talents, and increase investment in basic research and development

Huawei's investment in technology and talents is well-known in the mobile phone industry. Even in the low period of Huawei's corporate development, Huawei still insists on high investment in research and development. In line with the development trend of the intellectual property era, Huawei's patent applications exceeded 1,000, becoming the company with the

most patent applications in China. The success of Huawei has provided valuable experience for many Chinese companies. If a company wants to produce core technology products and only relies on imports, it cannot fundamentally solve the problem. Instead, it must persist in the cultivation of talents and unswervingly invest a certain amount of funds in research, Only by continuously cultivating scientific and technological talents can we always maintain the advanced nature of enterprise technology and enhance the competitiveness of products.

2.3. Forming the core competitiveness strategy of the enterprise

Huawei insists on developing and innovating its own brands while developing overseas markets. While developing new products, it also pays attention to the needs of buyers, satisfies consumers' desire to buy, and develops new products in a targeted manner to meet customers' needs. This occupies the customer's consumption psychology, achieves brand integration with customers, and tailor-made for customers, which also ensures the sales and market share of new products, thereby enhancing the market competitiveness of Huawei's mobile phones.

2.4. Shaping high-end brand strategy

From small to large, from simple to complex, this is the growth that an enterprise needs to experience. For a company like Huawei that has time and technology accumulation, it must have "press box technology". High-end brands are undoubtedly a strategy that can make the industry stand out from the crowd. Therefore, Huawei's increased cooperation with Leica and increased investment in mid-to-high-end products is Inevitably, it has also proven to be successful.

2.5. Effective distribution channel strategy

Huawei's mobile phone adopts a combination of direct and indirect international distribution channels. It builds its own marketing network in developing countries other than South America, and directly negotiates with telecom operators. Developed countries in Europe and the United States are increasing investment, adopting a method similar to Haier's in developing the North American market, setting up offices and R&D centers, and realizing the localization of manufacturing and R&D. The second is to actively seek partners, establish joint ventures, and use their marketing Network, expand in the international market.

3. The Enlightenment of Huawei's Success to Chinese Enterprises' Participation in International Competition

3.1. Actively embedded in the global value chain

In the process of formulating and implementing international development strategies, enterprises should actively embed themselves in the global value chain. Moreover, at the beginning of an enterprise's internationalization, it should first find its own position and define its target market. Huawei's internationalization initially chose developing countries close to China's national conditions as its target market. At present, most enterprises in China are still passively embedded in the global value chain. Compared with the passive strategy, the active strategy can enable enterprises to grasp the market demand faster, find the value chain links suitable for their own development, and have the right to control their own brand development. At the same time, through good interaction with other enterprises in the value chain, it can change its position in the global value chain, or restructure and upgrade the value chain.

3.2. Proactively seek value chain optimization and upgrading

At present, most Chinese enterprises are still passively embedded in the global value chain. Compared with the active and passive strategy, it can enable enterprises to grasp the market demand faster, find the value chain link suitable for their own development, and have the right to control their own brand development. After barely gaining a firm foothold in foreign markets,

Huawei decided to make a breakthrough in R&D innovation, that is, in the field of technology, in order to realize the optimization and upgrading of the value chain, and actively practiced it. Today, the position embedded in the global value chain has gradually changed from the original assembly and processing to R&D. innovation.

3.3. Create high-quality independent brands

Both experience and practice have proved that an enterprise has its own brand and insists on brand innovation and development, which is the only way for the long-term development of Chinese enterprises, and should and will become a new foothold for enterprise development. Through the analysis of the full text, the article points out that independent brand innovation is the key to the success of brand marketing, and its development is a complex process influenced by many factors, the most important of which are product innovation, technology innovation, service and management innovation and other factors.

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