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Ma, Liyi (Vita)
Agenda

- History–Vita
- Industry Analysis–khuu
- SWOT Analysis–Jessie
- Global Market–Joanna
- Competitor–Elsie
- Recommendation–Elsie
- Conclusion–Khuu
In 1984, Legend was founded

The English system into Chinese system

In 1988, Legend renamed Lenovo
In 1992, a brand ThinkPad was born

In 2003, Lenovo Group created a new technology

In 2005, Lenovo Group purchased the IBM company
First Chinese company sponsoring the Olympic Games
Industry Analysis

Consumer Segment

- Consumer: 35%
- Commercial: 65%

PC Industry Products:
- Desktop
- Notebooks
- PC Server
Industry Analysis

- Indicators of Global Market
  - Low Price
  - Growing Asian Consumption
  - Companies Replacing old Systems

- Indicators of Chinese Growth
  - Role of Domestic Makers
  - Government Policy
  - Transfer of Technology
SWOT – Strengthen

- Large domestic market share and brand recognition 2008–28.3%
  dual-brand strategy

- Strong sale network and sale service “Lenovo sunshine Service”
Weakness

- Lack of core technology

OEM (original equipment manufacturer)

- Less global market share
  - Ranked fourth
  - Far behind HP, Dell, Acer
Opportunity

- Growing demand in computer market families and individuals market – 15%
- The application of high-tech in computer industry quantum computer, photon computer, bio computer, nano-computers
- The Olympic strategy
Threat

- Intense competition and the price war
- Price wars

- Acer–Gateway Deal
  2007
  Acer has acquired Gateway Inc
Global Market

- One of the largest PC manufactures in the world.
- Constructed production and operations centers.
- Develop the international market.
- In 2009, the portion of overall market occupied rise range from 0.4% to 8.6%.
Lenovo in China and the Asia

- Ranked in the “long-term vision” and “reputation”
- China’s domestic market sales leader. (12.7 million units; 17.8%)
- “computer to the countryside” scheme.
Lenovo in the United States

- The largest PC market in the world
- Revenue is 27% of the group’s total turnover.
- Development strategy:
  - relational business
  - transactional business
  - consumer services
Lenovo in the Europe

- Has branches in the UK, Germany, France, Spain
- Advanced logistics and distribution center
- Sales and marketing headquarters: UK
Lenovo in Australia

- Plans to implement a strategic restructuring in Australia
- Will get 150 million Australia dollars
Lenovo in Africa

- A fast growth rate
- The same economic situation and market conditions
- Strategy: low-priced
Competitors

Hewlett-Packard Company
Dell Inc.
Acer Inc.
Hewlett-Packard Company

- World’s leader in PC market
- In 2002, HP purchased Compaq Company
- Business range
- HP is well-known for its enterprise culture.
Dell Inc. was founded by Michael Dell in 1984

Dell is the second-largest computer supplier

The sales model is direct business model
Acer Inc.

- The world's third-largest computer brand
- Engaged in researching, design, marketing and service
- Three main business missions
- “Breaking the barriers between people and technology”
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<th>Dell</th>
<th>HP</th>
<th>Acer</th>
<th>Lenovo</th>
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| • Value  
• Easy To buy | • Personal | • Low Prices | • Innovative  
• Sale network |
Recommendations

Short term

- Strength its global computer market shares.
- Slow down its pace towards the international enterprise.
- Restart the diversification strategy around computer business
Recommendations

Long-term

- Improve the global supply chain efficiency

- Focus on the internationalization process of localization.

- Stick to the dual business model and strength its brand effect.
Conclusion

- Focusing on Brand separation between IBM and Lenovo
- New innovative product that can compete with Dell Inc.
- To sell ThinkPad to professionals
- Keep hardworking in Asia
- New Logo
Thank you

Questions?