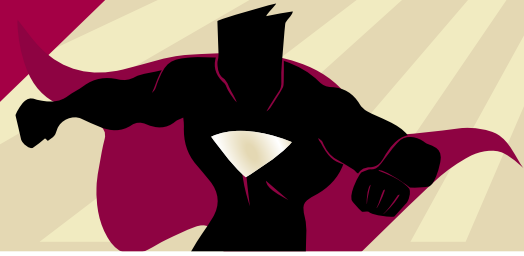


# MARKETING ARTICLE REVIEW



With increased globalization and technological development, companies are increasing their efforts from local to international business efforts. To make sure that they are successful, proper research of the international landscape is needed and to aid in this, this paper will summarize an article dealing with international marketing. The paper will also explain the international marketing concepts used in the article and how the article presents the international market environment.

## ARTICLE SUMMARY

In the article, *How Lenovo Built a Chinese Tech Giant*, Osawa and Luk explain the rise of Lenovo as a local company to an international company. The authors explain that the company was once tiny and funded by the government. Today, the company is among the computer giants in the world. The author argues that the company's management is still determined to become a world player and recently there were plans to expand their business into other areas. For example, there is a recent proposal by the company's management, which is intended to purchase Google Inc at a very high price. Apart from becoming among the leading companies in the world, it has also managed to position its products in the market by creating the Lenovo brand.

Some of the strategies used by the company in reaching at this point are cost strategies and acquisition strategies. The company has also benefitted largely from its home advantage against competitors who are in the same business. In addition, the company has also managed to venture into risky businesses, make losses and still emerge strong. As seen earlier, the company is planning on buying Google Inc at a huge sum of money and this is not the only risky strategy that the company has engaged in. Another

strategy is the advertisement strategies where the company uses celebrities to advertise its products. Some of the personalities used for this purpose include Kobe Bryant and Ashton Kutcher among others.

## **MARKETING THEORIES AND CONCEPTS THAT CAN BE APPLIED IN THE ARTICLE**

One of the concepts that can be applied in this article is the marketing mix concept. The marketing mix is composed of price, place, product and promotion. The company has used the promotional and pricing strategies in order to penetrate in the foreign markets. The authors argue that the company managed to cut costs through its various strategies such as in house production, which in turn helped the company in launching in the international market.

The company has also employed the promotion strategies by using celebrities such as Kobe in its promotional efforts. The company also seems to mostly use sports celebrities in its promotions. On place, the company has been able to utilize its location to extend its operations. The company is located in China and this location has enabled it to concentrate on the local market first and later on the international market. The company's product can also be used in the explanation of its marketing mix. The product, which is Lenovo, has been recognized by many in the world meaning that the brand name is already established to the company's advantage.

The article can also use Porter's five forces to explain Lenovo. For example, some of the notable elements of the five forces include competitive rivalry, entrants and threats related to entrants and others such as powers of the buyers.

# A VIEW OF THE INTERNATIONAL MARKET LANDSCAPE THROUGH THE ARTICLE

As an article that reports about international market, the article has helped in reporting international business as it is. For example, the article presents the international landscape as one full of competition. In addition, the company reports the international business as one that need competitive efforts from any business wishing to upscale its efforts from local to international efforts. Therefore, any interested parties reading the article should view the article as one full of both opportunities and threats.