

**Title of Independent Study: The Analysis On the Development
Strategy of High-Tech Industry in Shenzhen**

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**Title of Research : The Analysis On the Development Strategy of
High-Tech Industry in Shenzhen**

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**Degree: Master Degree of Business Administration (International
Program), International Business Management**

【Abstract】 As the Reform and Opening-up deepening in a countrywide, the High-tech Industries of Shenzhen is encountering the competition not only comes from the former competitors, such as Beijing and Shanghai, but also comes from the new rising cities that grown up in the deepening of Reform and Opening-up. Under this situation, by using strategic evaluation models, such as G-PEST analysis, SWOT analysis, SPSS software tool and a quality evaluate model of the High-tech Industries, this paper works out a detailed strategic analysis of the High-tech Industries of Shenzhen, including the opportunities and threats of the macro-environment, the competitive edges and weaknesses of the whole high-tech Industries of Shenzhen City. And then, this study brings forward some strategies and measures on the development of high-tech industries of Shenzhen, in order to provide assistance for the strategic decision making of promoting the development of high-tech industries in Shenzhen City.

【Key words】 Shenzhen, High-tech Industries, Strategy Analysis, G-PEST, SWOT, SPSS, Development Strategy