



**A STUDY OF MARKETING STRATEGY OF HUAWEI COMPANY IN
THAILAND**



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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
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**A STUDY OF MARKETING STRATEGY OF HUAWEI COMPANY IN
THAILAND**

**Thematic Certificate
To
CHANG SHUHUA**

This independent study has been approved as a partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

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ABSTRACT

Title: A study of marketing strategy of Huawei company in Thailand

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Huawei started to enter the Thailand market in 1999 and after two year's marketing survey, the branch company in Bangkok was established in 2001. The ultimate goal of Huawei, Thailand branch is to offer "high quality products with low prices and considerate services". Concentrated on customers and the market, it has gained certain brand awareness in the telecommunication field in Thailand and set an extraordinary example as an overseas high-tech brand for the Chinese telecommunication suppliers. During the establishment period, huge supports and assistance were received from the Thai government as well as the public and the long-term cooperation was built with mainstream mobile service providers, telecommunication operators and industry partners.

The development process and the sales performance of major products were reviewed at the beginning of this paper; Huawei's successful entrance into the foreign market was discussed later by analyzing the overseas business development on major markets, overseas marketing strategy, customer service strategy, objectives and positioning strategy and brand strategy.

Based on the case of Huawei, this paper put forward the existing problems in international marketing strategies, target markets and market positioning considering the Thailand domestic marketing environment as well as the global marketing environment. This study also suggested new marketing strategies which suit the company's product strategy, pricing strategy, channel strategy and promotion strategy under the guidance of theories of marketing. The conclusion part provides recommend for implementing marketing strategies and provided guidance in promoting Huawei's development on the international market.

Key Words: Huawei, Marketing strategy, Thailand market

摘 要

题目： 华为公司在泰国的营销策略研究
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...../...../.....

1999 年，华为开始进军泰国，经过两年的市场调查，2001 年在曼谷成立了华为泰国分公司。华为泰国分公司本着“质量好、价格低、服务好”的宗旨，以客户和市场为中心，在泰国电信界享有一定的知名度，树立了中国电信设备供应商的海外高科技品牌。分公司在创业过程中得到泰国有关政府部门和各界人士的热心帮助与支持，与泰国的主流移动、固定电讯运营商及行业合作伙伴都有着良好的长期合作关系。

本文首先阐述了该企业的发展历程和主要产品的海外销售业绩，通过对该企业各主要海外市场拓展的历程，和对企业进入海外市场的战略、客户服务策略、市场目标和定位策略、品牌策略的研究，论述了华为公司海外市场成功的进入战略。

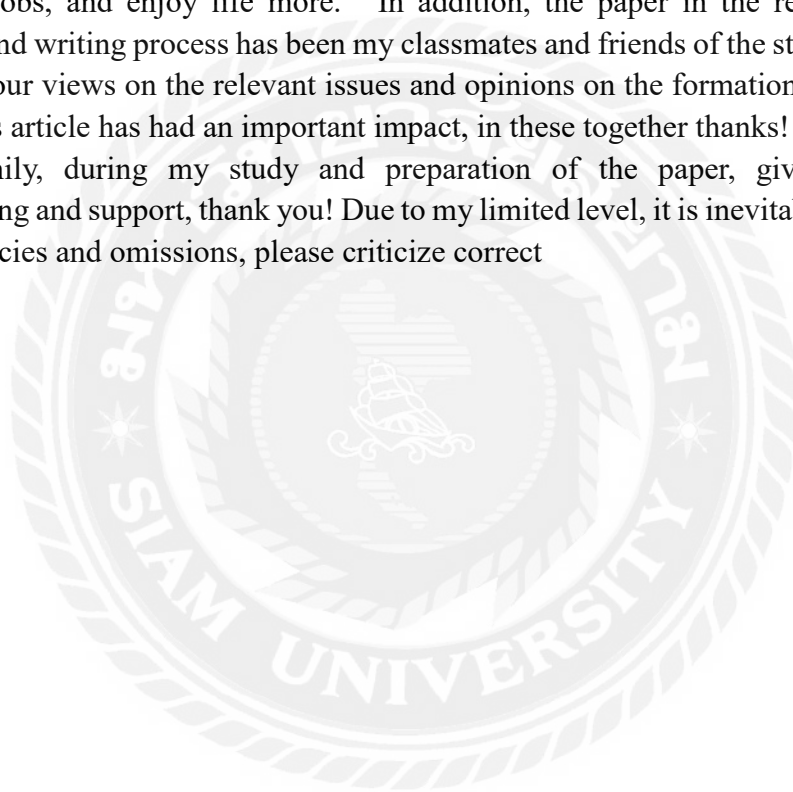
本文结构特点是立足于华为技术有限公司的基本情况，提出华为公司在国际营销策略方面存在的问题。结合华为公司在泰国市场的内外部营销环境，确定目标市场和市场定位，运用营销学的相关理论，制定切合公司实际的产品策略、价格策略、渠道策略和促销策略等市场营销策略。本文结论对公司市场营销部分在实施营销战略中有借鉴作用，对促进华为公司在国际市场发展有重要的指导意义。

关键词： 华为, 营销策略, 泰国市场

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At the completion of this thesis, please allow me to all the teachers who give me help, encouragement and concern, the students express sincere thanks! First of all, I would like to thank my school, its deep theoretical foundation and rigorous academic attitude has benefited me a lot. In the two years of study in Siam university, and teachers rigorous and simple teaching style to help me learn a more solid and comprehensive knowledge of the subject and academic attitude

Thank you very much in Siam University. In the course of the MBA study, the students ' rich life experience has a very important reference value for my growth, thank you for bringing me the happiness of learning, and also wish you a better performance in their respective jobs, and enjoy life more. In addition, the paper in the research, data collection and writing process has been my classmates and friends of the strong support and help, your views on the relevant issues and opinions on the formation of the basic ideas of this article has had an important impact, in these together thanks! Also, thanks to my family, during my study and preparation of the paper, give me great understanding and support, thank you! Due to my limited level, it is inevitable that there are deficiencies and omissions, please criticize correct



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A STUDY OF MARKETING STRATEGY OF HUAWEI COMPANY IN THAILAND

INTRODUCTION

Research background

In the process of global economic integration, more and more Chinese enterprises started to explore the "internationalization" of the development. Because of the low labor cost and the lack of advanced technology, many enterprises choose the route of labor-intensive and low-tech products. But Huawei has opted for another route-the supply of High-tech communications equipment. Huawei started the international marketing route in 1996 and developed a set of strategic plans and marketing strategies to enter overseas markets according to the overseas market situation. In just 9 years, Huawei has clearly become the leader in China's high-tech sector. In the first half of 2005, Huawei has achieved global sales of 45.3 billion yuan., including overseas sales of 2.47 billion dollars, covering more than 90 countries and regions, it provides equipment to more than 300 operators around the world. Huawei is not only striding forward in developing country markets, but also has a substantial breakthrough in developed world market. Huawei started to enter Thailand in 1999, and Huawei established its branch in Bangkok after two years of market research in 2001.

It based on the tenet of "good quality, low price and good service", Huawei Branch enjoyed a certain popularity in the telecom industry of Thailand and established the overseas high-tech brand of China telecom equipment supplier. Thai government departments and people supported Huawei to established its branch. Huawei have good long-term relationships with Thailand's mainstream mobile, fixed telecommunications operators and industry partners and so on.

For example, the Thailand's largest mobile telecoms company, the company originally in Thailand only had 2 million mobile telecom customers, it less than two years has developed to 12 million mobile users, accounting for 60% of the national users since in cooperation with Huawei, in addition, the Thai modern telecommunications company also had 10 million prepaid fee households, popular in Thailand's 1-2call (prepaid users) was the exclusive supply of Huawei Branch. Huawei has also provided a network platform and mobile Smart network for modern Thai telecoms companies, which have accounted for 20% of the company's network platform in just one year. As the dominating equipment supplier of Thailand's telecom market,

Huawei branch has sold 3 billion baht (about 77 million dollars) to Thailand in 2002, became a big taxpayer. Huawei has not been complacent but has set a higher goal for itself. Huawei branch had 100 employees in Thailand, most of them are high-tech telecom personnel, of which Thai staff accounted for 75%. The company planned to further promote the "service localization" and "market diversification" strategy, the Thai telecom industry to increase the strength of the service.

Purpose and significance of research

International competition is the subject that all the enterprises in our country are prepared to develop and grow, so it is urgent for every enterprise to sum up the former development experience to meet the challenge of economic globalization. More importantly, the world economy is experiencing a new round of economic crisis, every industry has the opportunity to shuffle, and every enterprise must choose the right business strategy to achieve a strategic advantage in the new industry pattern. At the beginning of international business, Huawei took Thailand as the main target market in Southeast Asia. This article will deeply analyses the competition situation of Huawei company in overseas, by comparing the opportunities, threats, advantages and disadvantages with competitors, and combining with the relevant theories of international marketing, this paper puts forward the marketing mix strategy in line with Huawei's product strategy, price strategy, channel strategy and promotion strategy, and expands the current market share of Huawei company, it plays an important practical guiding role.

Research ideas and methods

This thesis focuses on solving the problems in international marketing of Huawei Technology Company, which belongs to the application research type. The specific research method is to analyses the problems in the current international marketing of Huawei based on the literature and research, from the knowledge of marketing theory and international marketing theory, and to combine my professional knowledge and relevant data. Considering the current trend of industry development, Huawei's advantages, disadvantages, and compared to domestic and foreign competitors. Finally, I summed up the Huawei Company's marketing strategy in Thailand market.

Collection and collation of data

General information acquisition

Huawei is accustomed to low-key and avoid direct contact with the media, but

there are still a considerable number of timely news in the media, such as the more professional "China Communication Network" and "Sadie Network", as well as Huawei's official website; Books and periodicals about Huawei Enterprise, such as "Huawei Truth", "out of Huawei", "Coyote Breakout", "Huawei Four Face", "Huawei's World" and so on.

Research framework

Figure 1-1 Research framework



RESEARCH ON MARKETING STRATEGY OF HUAWEI COMPANY IN THAILAND

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Based on the tenet of "good quality, low price and good service", Huawei Thailand Branch enjoys a certain popularity in the telecom industry of Thailand and establishes the overseas High-tech brand of China Telecom equipment supplier. Thai government departments and people from all walks of life enthusiastic help and support establishment of Huawei, and Thailand's mainstream mobile, fixed telecommunications operators and industry partners have good long-term relations of cooperation.

For example, the Thailand's largest mobile telecoms company, the company originally in Thailand only 2 million mobile telecom customers, since in cooperation with Huawei, it less than two years has developed to 12 million mobile users, accounting for 60% of the national users. In addition, the Thai modern telecommunications company also has 10 million prepaid fee households, popular in Thailand's 1-2call (prepaid users) is the exclusive supply of Huawei Branch. Huawei has also provided a network platform and mobile Smart network for modern Thai telecoms companies, which have accounted for 20% of the company's network platform in just a year. As the mainstream equipment supplier of Thailand's telecom market,

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Collection and collation of data

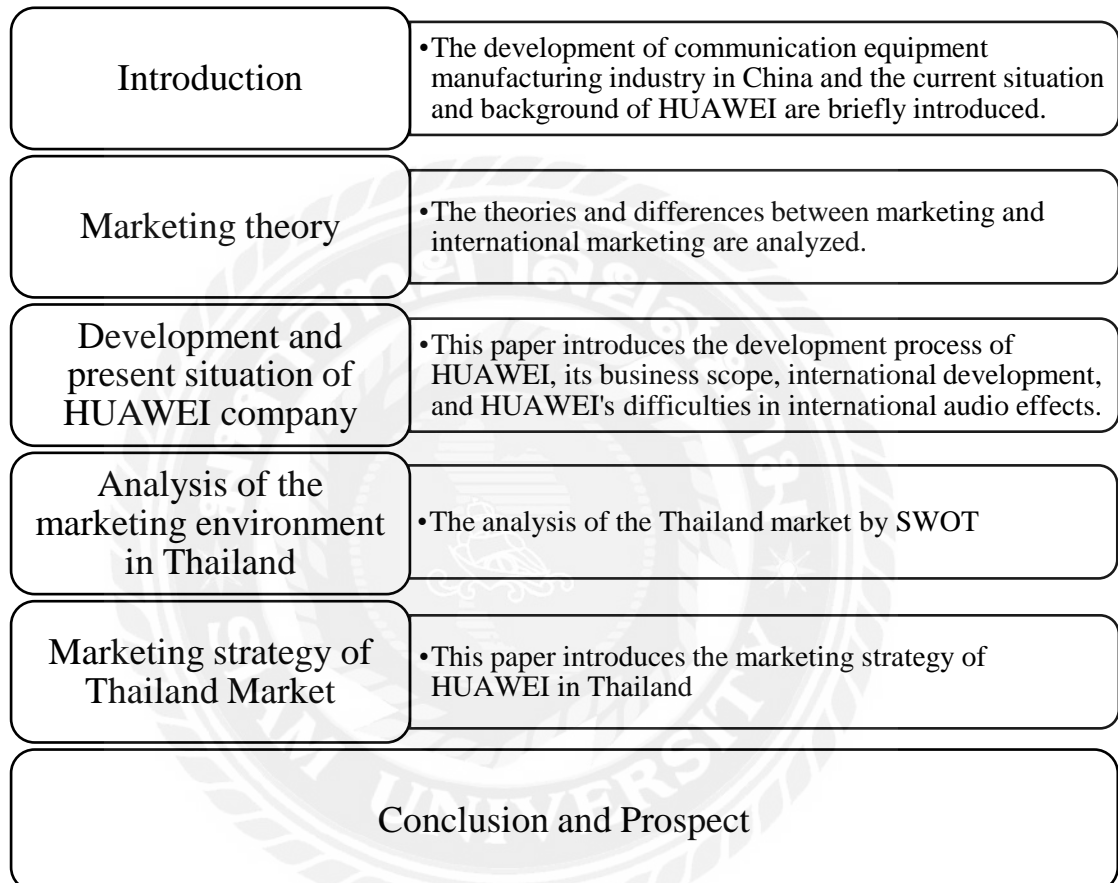
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Research framework

Figure 1-1 Research framework



LITERATURE REVIEW

The development of marketing theory

The marketing ability of an enterprise is often the guarantee of its profit, and the full understanding of the marketing principle is the foundation of the success of the marketing work. In fact, today's social life, "marketing" everywhere, and the definition of marketing in the core content of the same premise, the presentation form has different emphasis on style.

The American Marketing Association gives the definition "marketing is an organized activity that includes earning ' value ', communicating ' value ' to customers, and maintaining relationship between management company and customer, A series of processes that enable the Company and its stakeholders to benefit. Philip Kotler Philip Kotler, a world-renowned marketing expert and professor of marketing at Northwestern University, summed up a representative definition in his book Marketing Principles (Principles of Marketing), " The process of creating customer value and establishing firm customer relationship in order to obtain benefit from customers. This definition emphasizes two aspects of work, one is the value-oriented analysis of marketing, and the other is the process management of marketing behavior. (Philip, 2007)

The definition given by Professor Philip Kotler, emphasizes the purpose of marketing, "marketing is in the interests of the exchange and commitment to establish, maintain and consolidate relationships with consumers and other actors to achieve the goals of all parties." (Philip, 2007)

The development of marketing theory has several stages:

initial stage: Marketing at the end of 19th century to 20 worlds in the 20 generation in the United States, originated from the development of industry, at this time, the scope of marketing research is very narrow, just research advertising and commercial network settings. Under the guidance of this concept of the market is generally considered to be heavy production, light market period, that is, only focus on the development of production, do not pay attention to the changes in supply and demand situation. (Philip, 2007)

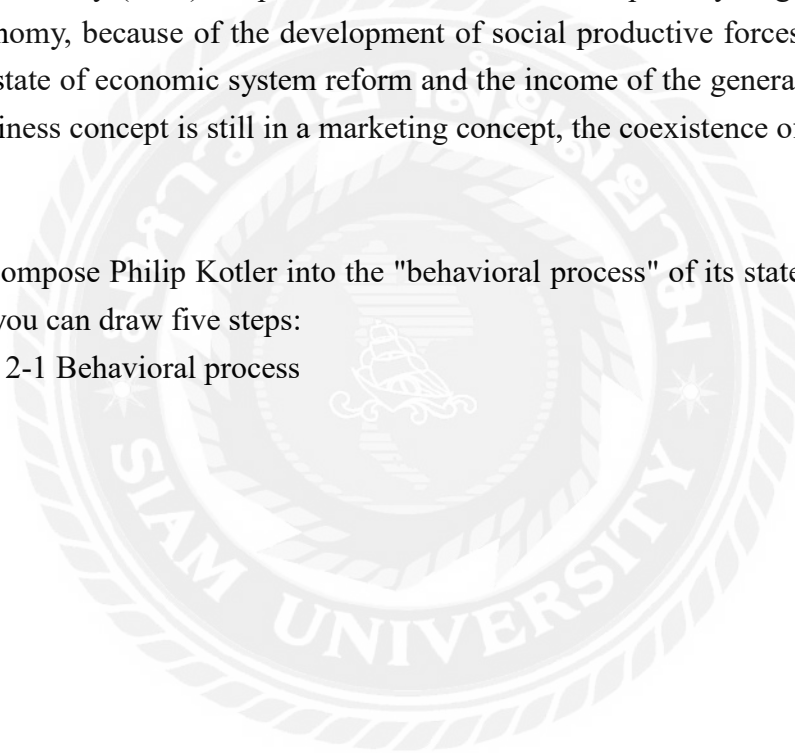
Application stage: The 1920s to the end of the Second World War as the application phase. At this point, the U.S. domestic enterprises began large-scale use of marketing to operate enterprises, open overseas markets, European countries have followed suit.

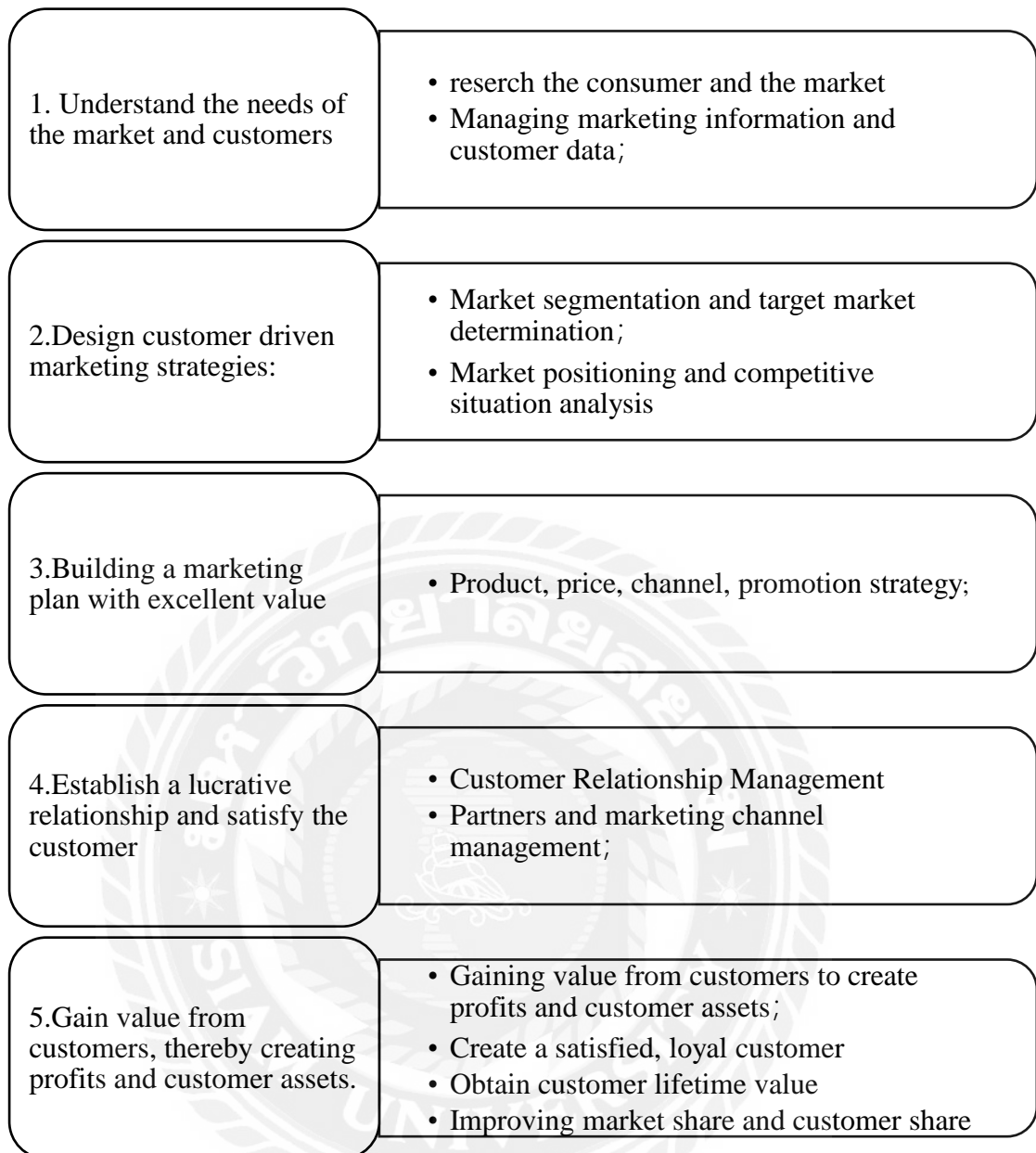
Formation and development period: From the 1950s to 80, the development stage of marketing science. This period of the enterprise began to plan, strategically formulated marketing plan, hope to be able to correctly and quickly meet the target market desire and demand, in order to suppress competitors, realize the dual purposes of enterprise efficiency.

Mature stage: The 80 's so far, for the mature stage of marketing. This period, the marketing concept of "social long-term guidance", also known as the social marketing concept period, with the long-term interests of society as the central stage, enterprises began to consumer satisfaction and consumers and the long-term welfare of the public as the enterprise's fundamental purpose and responsibility, the promotion of corporate social responsibility (SCR). At present, China is still in the primary stage of socialist market economy, because of the development of social productive forces and market trends, the state of economic system reform and the income of the general population, China's business concept is still in a marketing concept, the coexistence of a variety of ideas.

To decompose Philip Kotler into the "behavioral process" of its stated marketing definition, you can draw five steps:

Figure 2-1 Behavioral process





Theory of international marketing

International Marketing refers to the process of goods and services flowing into the hands of consumers or users in more than one country. In other words, international marketing is a cross-border social and management process, which is an activity in which enterprises create products and values and exchange them in international markets to meet the needs and profits of multinational consumers through planning, pricing, promotion and guidance. The basic Principles and methods of international marketing do not differ much from the basic marketing. Many guiding principles and methods of domestic enterprise marketing, such as marketing research, consumer behavior analysis, selecting target market, Marketing mix strategy, marketing strategy

plan, marketing management, etc., can be used to guide international marketing activities. Overall, the formation and development of international marketing has gone through three stages. These three conceptual stages are export operation stage, transnational international marketing stage and global marketing stage respectively. (Qun,2013)

Export operation stage: Generally referred to the 1960s ago. "World War II" before, for each enterprise, mainly engaged in sales of the location in the domestic market, the only business scope for the enterprise, for these enterprises, the international market operation is only as a supplement to the original domestic market, at this time the enterprise mainly to domestic consumers for sale, At the same time in the international market to sell a small number of similar products in the domestic market. After World War II, developed countries began to attach importance to the international market, according to the needs of different countries, organize marketing activities, but export-oriented. (Qun&Sousa,2013).

Transnational international marketing stage: Activities that plan, price, promote, and guide the flow of goods and services into the hands of consumers or users in more than one country for profit. General the 1970s. Japan and Western Europe developed rapidly in this period, with the United States for large-scale overseas investment, export-oriented international marketing to the international market-oriented stage, the domestic and international markets are viewed as a whole, focusing on the discovery of international market opportunities, often in the form of investment, production and marketing in the host country.

Global marketing stage: Generally, refers to after the 1980s. Due to the rapid development of science and technology in this period, the homogenization trend of the markets of various countries has been strengthened, and the global outward FDI has increased sharply. In this case, international marketing has entered the global market stage. The market concept of global marketing means that in today's technological and economic conditions, the marketing activities of enterprises break through the boundary of the country, and apply the principles of marketing target, Choice target market, marketing positioning and marketing combination flexibly. The emergence of international products is the result of global marketing concept. Through global distribution and coordination, enterprises integrate their marketing activities around the world to gain a global competitive advantage. Global marketing has three key characteristics of global operation, global coordination and global competition. This unified standardized marketing strategy in the world, the application premise of global marketing is the similarity of each country market, have the advantage of scale economy.

(Baimbetova,2014)

With the progress of science and technology, the development of traffic and communication, the frequent exchanges between countries, the trend of world economic integration further strengthened, all countries and regions in the world have more and more commonality in many aspects. (Zhou,2015). There is also a growing similarity between the needs of countries ' markets. For some products. The differences between countries ' markets will even disappear altogether. In order to win the survival and development in the fierce competition of the fittest, enterprises must take the world market as the guide and adopt the global marketing strategy. (Azaze, Wong&Jennifer,2008).

The difference between international marketing and domestic marketing

International marketing is an enterprise's cross-border marketing activities, its activities can generally be summed up in two categories: One is the market operation of goods and services across national boundaries; The other is engaged in sales and production of multinational companies in foreign markets, a business activity. The basic Principles and methods of international marketing do not differ much from the basic marketing. Many guiding principles and methods of domestic enterprise marketing, such as marketing research, consumer behavior analysis, selecting target market, Marketing mix strategy, marketing strategy plan, marketing management, can be used to guide the international marketing activities, in fact, international marketing and domestic marketing compared to a significant difference. (Philip,2007).

Mainly in the following areas

Different marketing environments

Although the external environmental factors of enterprises in implementing international marketing activities and domestic marketing activities are political, economic, cultural, technical, legal, social and other aspects of the factors, but because of various countries and regions of the political and economic and other specific circumstances, so the factors that constitute the above factor is very different. Generally, when enterprises engage in domestic marketing activities, they are confronted with only the external environmental factors of individual countries. In the international marketing activities, enterprises in addition to face the domestic macro environment, but also face the marketing activities of the various target countries and regions of the uncontrollable environmental factors, such as legal environment.

The company not only understand the laws and regulations on foreign sales and

export control, but also the laws and regulations of the country, and understand the legal provisions of the country in terms of product quality, technical requirements and environmental protection when an enterprise organizes the export of its own goods. Only by making full use of the differences of laws and norms in different countries can the interests of enterprises be realized in international marketing.

The complexity of the marketing management process is different

In the international marketing activities, it is more difficult and more complicated for the enterprises to plan and control the marketing activities than the domestic marketing management. According to the specific situation of different countries, the control methods and procedures of their marketing plan are different. For example, Strategic plans and marketing management for international marketing must be based on the needs of consumers in the international market, taking into account the situation of international market competitors and the opportunities offered by national markets. International marketing products, prices, advertising is to adopt a standardized strategy, or localization strategy, and how to put it into practice in a country or region to achieve successful marketing experience with the actual situation of another country or region to promote, and to what extent. All this is a problem that domestic marketing will not encounter.

Different Marketing mix Strategies

International marketing activities are influenced by dual environment, especially, environmental impact of countries, it makes marketing mix strategies much more complex and more difficult. First in terms of product strategy, International marketing faces the choice of product standardization and differentiation strategy: Second, in the pricing strategy, international market pricing not only to consider the cost, but also to consider the different national market demand and competition, costs also include transportation costs, tariffs, foreign exchange rates, insurance, etc. In addition, the regulation of price regulation by Governments, in terms of distribution channels, it increased management difficulty because of the difference of marketing environment, different distribution system and distribution channel, different countries ' distribution agencies form and scale. Finally, in the promotion strategy, because of national culture, political law, language, media, production costs and so on, so that enterprises in the choice of promotional strategies more complex. (Robert&John, 2002)

LITERATURE REVIEW

The development of marketing theory

The marketing ability of an enterprise must be guaranteed profits, and the success of the marketing work needs to understand the marketing principle. In fact, in the present, "marketing" is everywhere, and the definition of marketing in the pivotal content of the same premise, the presentation form has the different style to express.

The American Marketing Association gives a definition, "marketing is an organized activity that includes earning 'value', communicating 'value' to customers, and maintaining the relationship between management company and customer, a series of processes that enable the company and benefit its stakeholders. Philip Kotler, a world-renowned marketing expert and professor of marketing at Northwestern University, summed up a representative definition in his book *Marketing Principles*, (Philip, 2007) The process of creating customer value and establishing firm customer relationship to obtain benefit from customers. This definition emphasizes two aspects of work, one is the value-oriented analysis of marketing, and the other is the process management of marketing behaviour. (Philip, 2007)

The definition given by Professor Philip Kotler, emphasizes the purpose of marketing, "marketing is in the interests of the exchange and commitment to establish, maintain and consolidate relationships with consumers and other actors to achieve the goals of all parties." (Philip, 2007)

The development of marketing theory has several stages:

Initial stage: Marketing was founded at the end of 19th century to 20th in the United States, originated from the development of industry, at this time, the scope of marketing research is very narrow, just research about settings of advertising and commercial network. Under the guidance of this concept of the market is generally considered to be heavy production, light market period, that is, only focus on the development of production, do not pay attention to the changes in supply and demand situation. (Philip, 2007)

Application stage: The 1920s to the end of the Second World War. At this point, the U.S. domestic enterprises began large-scale use the marketing to operate enterprises, to open overseas markets, to persuade customers to buy their products and services.

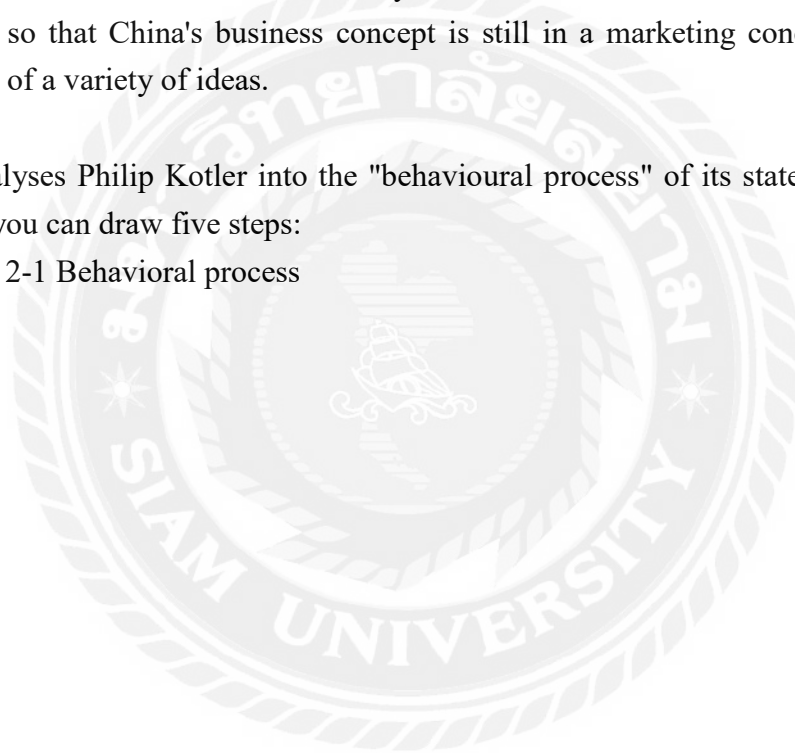
Formation and development period: From the 1950s to 1980s, the development stage of marketing science. In this period, the enterprise started to plan and to

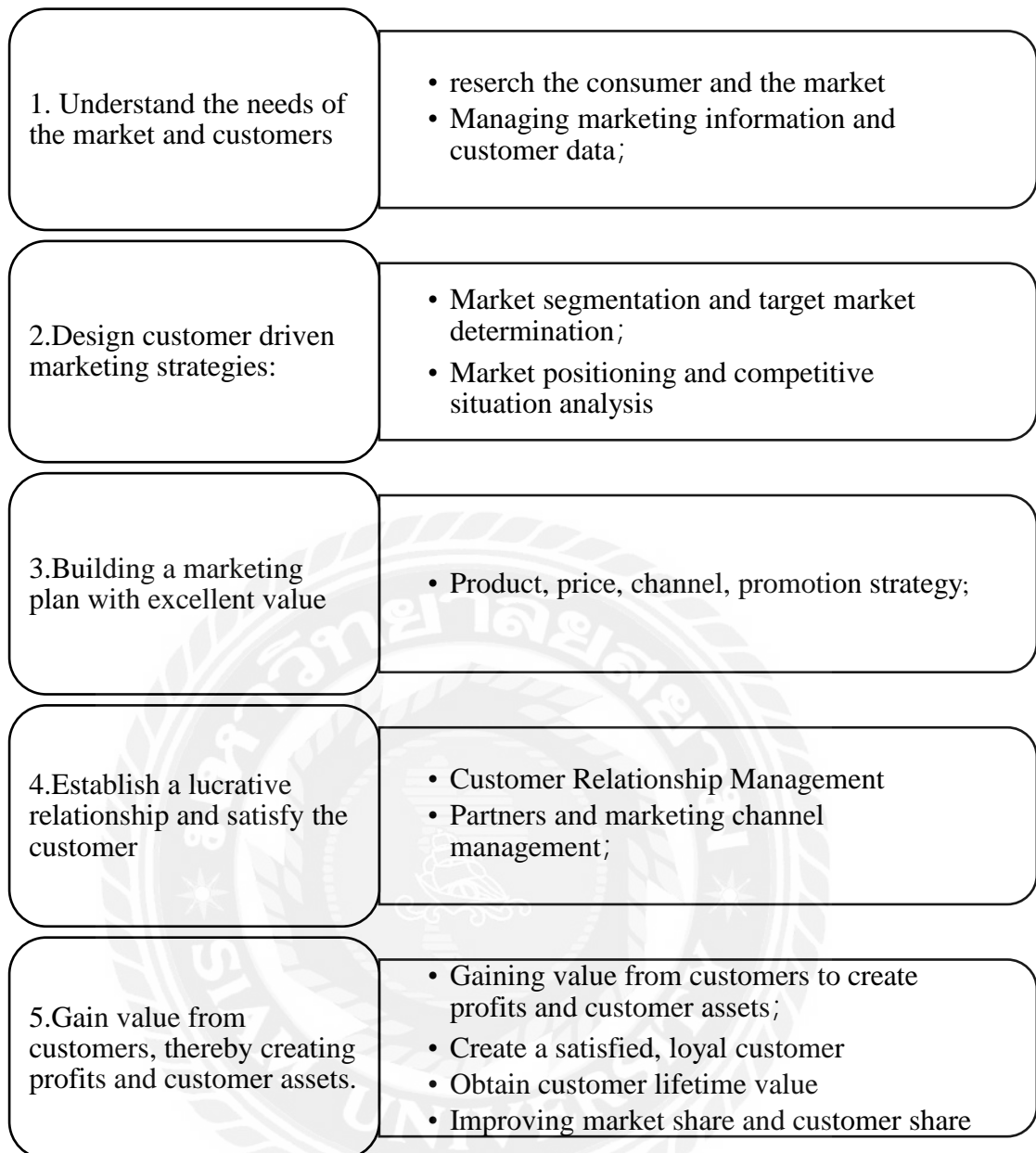
strategically formulated marketing plan, hope to correctly and quickly meet the target market desire and demand, to suppress competitors, to realise the dual purposes of enterprise efficiency.

Mature stage: From 1980s to now, is the mature stage of marketing. This period, the “social long-term guidance” formed marketing concept it also called as the social marketing concept period, with the long-term interests of society as the central stage, enterprises began to put the consumer satisfaction, consumers and the long-term welfare of the public as the enterprise's fundamental purpose and responsibility, to advocate the social responsibility (SCR). At present, China is still in the primary stage of socialist market economy, because of the development of productive social forces and market trends, the state of economic system reform and the income of the general population, so that China's business concept is still in a marketing concept and the coexistence of a variety of ideas.

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International marketing refers to the process of goods and services flowing into the hands of consumers or users more than one country. In other words, international marketing is a cross-border social and management process, which is an activity in which enterprises create products and values and exchange them in international markets to meet the needs and profits of multinational consumers by planning, pricing, promotion and guidance. The basic principles and methods of international marketing do not differ much from the basic marketing. Many guiding principles and methods of domestic enterprise marketing can be used to guide international marketing activities. such as marketing research, consumer behaviour analysis, selecting the target market,

marketing mix strategy, marketing strategy plan, marketing management, and so on. Overall, the formation and development of international marketing have gone through three stages. These three conceptual stages are export operation stage, transnational and international marketing stage and global marketing stage respectively. (Qun,2013)

Export operation stage: Generally, it referred to the 1960s ago. Before the "World War II", mainly engaged in sales of the location in the domestic market for every enterprise, the only business scope for the enterprise, the international market operation is only as a supplement to the original domestic market for these enterprises, at this time the enterprise mainly to domestic consumers for sale. At the same time in the international market to sell a small number of similar products in the domestic market. After World War II, developed countries began to attach importance to the international market, according to the demands of different countries, organize marketing activities, but the export is main. (Qun&Sousa,2013).

Transnational and international marketing stage: To plan, price, promote and guide the process of goods and services flowing into the hands of consumers or users in more than one country in order to obtain profits. In 1970s. Japan and Western Europe developed rapidly in this period, and they invest to the overseas with the United States, the export-oriented of international marketing changes to the international market-oriented stage, the domestic and international markets are viewed as an entirety, its focusing on the discovery of international market opportunities, and its often invests, products and marketing in the host country.

Global marketing stage: After the 1980s. The science and technology developed rapidly and the homogenization trend of the various countries' markets has been strengthened, and the global outward FDI has increased sharply in this period. In this case, international marketing has entered the global market stage. The market concept of global marketing means that under the technological and economic conditions, the marketing activities of enterprises break through the boundary of the country, and to apply flexibly the principles of marketing target, to choose target market, marketing positioning and marketing combination by the different situations of many countries. The emergence of international products is the result of the global marketing concept. enterprises integrate their marketing activities around the world to gain a global competitive advantage by global distribution and coordination. Global marketing has three important characteristics of global operation, global coordination and global competition. It uses unified standardized marketing strategy in the world, the application of global marketing is premised by the similarity of each country market, it has the advantage of scale economy. (Baimbetova,2014)

With the progress of science and technology, the development of traffic and communication, the frequent exchanges between countries, the trend of world economic integration further strengthened, all countries and regions in the world have more and more commonality in many aspects. (Zhou,2015). There is also a growing similarity between the needs of countries ' markets. The differences between countries ' markets will even disappear altogether for some products. The enterprises must take the world market as the guide and adopts the global marketing strategy if it wants to win the survival and development in the fierce competition of the fittest. (Azaze, Wong&Jennifer,2008).

The difference between international marketing and domestic marketing

International marketing is an enterprise's cross-border marketing activities, its activities can generally be summed up in two categories: One is the market operation of goods and services across national boundaries; The other is the business activity of multinational companies that engaged in sales and production in foreign markets. The basic Principles and methods of international marketing do not differ from the basic marketing. Many guiding principles and methods of domestic enterprise marketing, such as marketing research, consumer behaviour analysis, selecting target market, marketing mix strategy, marketing strategy plan, marketing management, these can be used to guide the international marketing activities, in fact, the international marketing and the domestic marketing have a significant difference. (Philip,2007).

Mainly in the following areas

Different marketing environments

Although the external environmental factors of enterprises in implementing international marketing activities and domestic marketing activities are political, economic, cultural, technical, legal, social and other aspects of the factors, but because of various countries and regions of the political and economic and other specific circumstances, so the factors that constitute the above factor is very different. Generally, when enterprises engage in domestic marketing activities, they are confronted with only the external environmental factors of individual countries. In the international marketing activities, enterprises not only to face the domestic macro environment, but also face the marketing activities of the various target countries and regions of the uncontrollable environmental factors, such as legal environment.

The company not only understand the laws and regulations on foreign sales and export control, but also research the laws and regulations of the target countries and

understand the legal provisions of the country in product quality, technical requirements and environmental protection when an enterprise organizes the export of its own production. Only by use the differences of laws and norms in different countries can be benefits in international marketing.

The complexity of the marketing management process is different

In the international marketing activities, it is more difficult and more complicated for the enterprises to plan and control the marketing activities than the domestic marketing management. According to the specific situation of different countries, the control methods and procedures of their marketing plan are different. For example, Strategic plans and marketing management for international marketing must be based on the needs of consumers in the international market, taking into account the situation of international market competitors and the opportunities offered by national markets. International marketing products, prices, advertising is to adopt a standardized strategy, or localization strategy, and how to put it into practice in a country or region to achieve successful marketing experience with the actual situation of another country or region to promote, and to how extent. All this is a problem that domestic marketing will not encounter.

Different Marketing mix Strategies

International marketing activities are influenced by dual environment, especially, environmental impact of countries, it makes marketing mix strategies more complex and more difficult. First in terms of product strategy, international marketing faces the choice of product standardization and differentiation strategy; Second, in the pricing strategy, international market pricing not only to consider the cost, but also to consider the different national market demands and competition, costs also include transportation costs, tariffs, foreign exchange rates, insurance and so on. In addition, it must be considered the regulation of price by governments, and in terms of distribution channels, it makes management difficulty because of the difference of marketing environment, different distribution system and distribution channel, different countries ' distribution agencies form and scale. Finally, the enterprises in the choice of promotional strategies more complex in the promotion strategy because there have some factors such as national culture, political law, language, media, production costs and so on. (Robert&John, 2002)

THE PRESENT SITUATION AND ANALYSIS OF HUAWEI COMPANY'S INTERNATIONAL MARKETING

The development process of Huawei Company

It is necessary to look at the industry pattern that Huawei faces at the beginning of its inception before understanding the development process of Huawei Company. The State encouraged the technical transformation of posts and telecommunications and advocated "market change technology" in 1980s. With the approval of the state council of China, the general administration of customs and ministry of finance jointly issued a tax policy on the technical renovation project of post and telecommunications in 1986. At the same time, the state imposed a tariff-free policy on communications equipment purchased using foreign government loans and loans from the world bank and the asian development bank. These policies were discontinued in 1996. Although these policies accelerate the construction of telecommunications infrastructure, but objectively also led to the all country, from rural to the national backbone of the telephone network with all the imported equipment, the formation of monopolies, so that it makes high price. Under this industry background, Huawei, as a "folk technology" enterprises officially approved by the industry and commerce bureau, registered capital of 21000 yuan in 1987. It started business in 1988, Be agent of import and export Hong Kong Kang Li Company's hax switch is its initial business.

Huawei began to develop its own digital switch in 1990. The sales is over 100 million yuan for the first time, the profit is over ten million yuan in 1992. The Ministry of Finance has set up the policy to accelerating depreciation of telecommunication equipment, improving the comprehensive depreciation rate of telecommunication equipment, especially the double balance method for the program-controlled telephone exchange, and to encouraged the telecommunication department to renew and accelerated the development in 1993. Huawei developed ten thousand switches in September. Its annual sold 410 million yuan in 1993. Huawei launched 2000-door network with large digital programmable switching equipment C&C08 machine and achieved sales of 800 million yuan in this environment in 1994. Huawei have reached 1.4 billion yuan, and ranked 26th in the national electronics industry hundred, it can be seen that its development momentum is rapid in 1995. Its registered capital increased to 70.05 million yuan, the staff reached more than 800 people, 100% shareholding. At the beginning of the same year, Huawei set up the Beijing institute, from a single true switch product into the field of mobile communications, and began to study CDMA technology, and implement product diversification.

At this stage, Huawei proposed a business objective that "focus on challenges and pressures of customer. It provides competitive communication solutions and services,

continue to create maximum value for customers "mission," casting world-class leading enterprise".

Huawei launched "Quidway2501" router and "ISDN" series terminals in 1996. At the end of the year, the first STP opened laboratory machine in Yinchuan of Ningxia, which was a great success. It makes Huawei be one of the world's most capable providers of communications giants. At the same year, Huawei completed sales of 2.6 billion yuan, it ranks 21st among the top 100 in the national electronics industry. The company achieved sales of 4.1 billion yuan, it has sixty percent more than last year, and established the Shanghai institute in 1997. Huawei entered to the rapid expansion period; the number of employees has soared to 5600 people. In addition to the original telephone switch, Huawei has also been involved in data services, wireless communications and other leading products in the field of communications. The company launched a full set of independent intellectual property rights of the full GSM system and "Quid ways2403" Ethernet switch in 1997. In 1999, Huawei's first sales exceeded one billion, up to 12 billion yuan, and its profit was 1.7 billion yuan, it enlarges rapidly its scales and the number of employees reached 15000. In the same year, Huawei put out "Quidwayr3640/3680" Modular routers and a series of switches. In 1999, Huawei opened the first mobile switch (GSM), and the company collaborate other companies including IBM and other world-renowned enterprises such as hay group (in human resources management), PricewaterhouseCoopers (in financial management) and Germany's fraunhofergesellschaft (in terms of production management and quality management) to fully enhance its competitiveness in the field of international business. At the end of 1999, Huawei cooperated with IBM in implementing IT development and integrated supply chain programs. On the one hand, Huawei company's internal management to the overall internationalization; On the other hand, Huawei can keep abreast of the industry's latest developments.

Huawei is highly valued by the government because of its rapid development and outstanding performance. In February 2000, President Jiang Zemin visited Huawei to inspect the development of private High-tech industries. In November, Huawei chief executive Ren visited Africa with Vice Premier Wu Bangguo. The same year, Huawei's sales amounted to 22 billion yuan, the profit achieved 2.6 billion-yuan, payed taxes 2.7 billion yuan, the number of employees reached 16000. In December, it increased its registered capital to 2.32 billion yuan. In 2001, Huawei sales achieved 25.5 billion yuan, the increase rate was significantly reduced. In January, Ren visited a foreign country with Hu Jintao who is the vice president of China. In 2001, Huawei signed tens of millions of dollars in CTMS equipment contracts with the Russian state telecommunications department. Its foreign sales growth is rapid, extending to Thailand,

India, Pakistan, France, Spain and other more than 40 countries and regions. In 2001, the company in high-end routers, wireless communications network market to seek breakthroughs in the development of the third generation of mobile communications 3G equipment, it also introduces “Quidwaynetengine80” core gigabit exchange router and “Quid ways” all-series intelligent Ethernet switch, Huawei has become the first enterprise in China to obtain CMM 4 international certification in software development management. In september, Huawei registered capital grows to 3.2 billion yuan. The world's telecommunications industry faced its greatest challenge in 2002. The domestic telecoms industry stalled, and the fixed investment in telecoms infrastructure fell sharply for the first time. At the same time, competition in domestic telecom operations has intensified, it led to shares in China's telecoms operators have fallen short. International investors are increasingly bearish on Chinese telecommunications equipment makers, shifting from a neutral preference. In 2002 ,Huawei began to advocate "build end-to-end manageable, full speed, all business intelligent exchange IP Network", and launched “Quid way netengine40 “series Universal switching routers, “Quid way Net Engine 50” core gigabit routers and “Quid ways8500” core gigabit multilayer switches; In the same year, Huawei's “Quid way Net Engine” high-end router sold more than 1600 units, “Quid way” series routers and Ethernet switches sold more than 270,000 units, Huawei became provider that the world's leading end-to-end network equipment and solutions. In 2002, Huawei’s sales reached 22.1 billion yuan. In 2003, Huawei focus on the overseas market. In the first half of the year, its sales were only 12 billion yuan, and the overseas sales have 350 million dollars, it has sixty percent more than last year, while the number of employees reached 22000. In 2004, Huawei’s sales achieved 46.2 billion yuan. The overseas sales were 2.08 billion dollars. Huawei’s sales achieved 45.3 billion yuan in the first half of 2005, it grows 85% from the same period in 2004. The first half of year, its abroad sales amounted to 2.47 billion dollars, and has exceeded the 2004 annual international market sales. Huawei has entered a new list of equipment suppliers for 19 operators, including a short list of successful British telecoms (BT) "20th century Networks" that provide “BT21CN” network access (Msan) components and transmission equipment. In addition, Huawei and the British Marconi Company signed a mutual aid consignment agreement, according to the agreement and the initial memorandum of understanding, two companies sell each other part of the product. Marconi will only resell Huawei's telecom-grade data communications products to telecoms operators on a Marconi brand, while Huawei will relay Marconi microwave devices, including next-generation microwave devices and related Web services to its wireless network project. In addition, Huawei became a DSL partner for Australian operator Optus, it provided DSL access devices that support high-speed data, voice (including IP voice services), video broadcasting and business services. And Huawei has won a nationwide “CDMA2000”

3G network for Cat in Thailand, it valued about 187 million dollars.

The development of overseas markets

In Hong Kong market

In 1996, Huawei cooperated with the Hutchison Telecom of Yangtze River industry, to provide a narrow-band switch as the main of the "Business Network" products. After a preliminary attempt at the Hong Kong market, Huawei's C&C08 machine entered to the Hong Kong local telephone network, opening a number of new businesses without in the mainland market, which is the first step for Huawei's large switches to move overseas. In July 15, 2015, Hong Kong's telecommunications industry stopped the largest network integration project in the history, the former Hong Kong ranked first mobile operator CSL merged with PCCW-HKT and Huawei is the exclusive contractor for this project. After the relocation of the original CSL's wireless base station, Huawei's network solution has greatly enhanced the throughput of the busy traffic area such as MTR station. In the future, Huawei will work with PCCW-HKT to build Asia-Pacific region and even the world's most technologically leading mobile network, Huawei became the Hong Kong region's largest mobile network provider. In January 7, 2016, Hong Kong Telecom and Huawei successfully completed the world's first user server (Home Subscriber Server, HSS) and voice LTE system switching, it fully integrated Hong Kong Telecom and CSL two pivotal mobile communications network.

In Russia

Russia is the second platform for Huawei's overseas development. As early as in 1994, Huawei aimed at the Russian market. From 1994 to 1997, Huawei visited to Russia many times. Huawei also invited the Russian delegation to make several visits to its company. Although Huawei is more well-known in domestic, but cannot compares with Lang Xun, Siemens and other world telecom equipment giants. In addition, in many countries, China is still a developing country, the telecommunications industry has been the expertise of developed countries that it doesn't trust the Chinese telecommunications equipment suppliers, leading to market development is extremely difficult. However, Huawei sent a dedicated local marketing team, training and sent to the various regions of Russia, based on this, it formed the joint ventures Betohua as the current marketing network; In the constant visit, Huawei's marketing staff recognized a number of operator's management, it established mutual understanding and trust, forming the current important customer base. After more than 7 years of hard work, Huawei and the Russian state telecommunications department signed tens of millions

of dollars contracts in the supply of GSM equipment in 2001. By the end of 2002, Huawei has also taken orders for 3,797 kilometers of the 320G range from Petersburg to Moscow's national optical transmission line (DWDM). In addition to continuing to develop China's neighboring countries and regional markets, Huawei is actively occupying developing markets such as the Middle East, Africa and South America. (Tian&Wu. 2015)

In United States

The U.S. market is the most mature, high-end and competitive in the world, the best opponents are here. Huawei's entry into the US market marks the real entry of Huawei into the international market. As early as in 1993, Huawei built a chip institute in Silicon Valley. In 1999, Huawei, like all the big international companies, it opened a research institute in Dallas, America's communications corridor, which developed products specifically for the U.S. market. In June 4, 2002, Huawei in the United States Texas set up a wholly-owned subsidiary FUTURE WEI, sales broadband and data products to local enterprises. In 2015, Huawei's US market planned to launch a new version: by changing the image of a massive march. Two years after being defined by U.S. lawmakers as a national security threat, China's Huawei company planned to launch new handsets and wearable devices. through marketing efforts to win over American consumers.

Problems encountered in Huawei's international marketing

Target market positioning problem

There are several problems in the target market positioning of Huawei:

First, the market segmentation is inappropriate. Huawei in the internationalization development strategy, mainly according to the geographical rules to the international market segmentation. Huawei initially set up branches mainly on various continents, Huawei's market segmentation will give sufficient consideration to the economic situation of each region, combined with the local economic situations, and inspected deeply the product after-sales service center if be convenient and other conditions with market coverage expanding. Huawei has divided the international market into three categories, that is, developed countries, developing countries and backward countries. The complexity of the international market system, Huawei is simply based on the region is developed to market segmentation, it is clearly inadequate. In the process of international market segmentation, Huawei lacks many factors such as regional culture, population, consumer psychology and behaviour. Huawei Market segmentation is inappropriate that it will affect the follow-up of a series of international marketing

strategy, excessive emphasis on product type increase, and ignored innovation of pre-sales technology system, it harms to respond to market demand changes, as well as customer management system development and improvement. (Liu,2010)

Second, the target market is inaccurate. Huawei has always adhered to customer service as the pivotal value concept, it reduces and even catch up the gap with Western companies in product development and technical services. Huawei's ideological line pursue entirety of technology and market, Huawei research in product and development in the field of active investment, it takes the comprehensive line is correct from the achievements. But the product target market is still a problem, firstly, the product is not based on the actual needs of different regional operators to detailed division. Second, Huawei's lack promotion strategy for backward countries, it is short of consideration of the contract amount, and it is short of pay attention to the money. For enterprises, the problem is to affect the development of enterprises, the relationship between the follow-up investment. (Liu,2010) Huawei has a more serious problem in this area, such as cooperates with Bangladesh's BTTB (Bangladesh Telegraph and telephone) business in 2001, but because the majority of the company's investment from the government funds, funding is not controlled by the enterprise, leading to the lack of cooperation between Huawei and BTTB enterprises to guarantee the money, the 2001-year contract was not returned for 2008 years.

Third, the market positioning is flawed. Huawei's rapid development, while closely related to the large demand for telecommunications equipment in the early Chinese market, has always been strategically insistent on the minds of challengers or leaders. Analyses the three major types of market from Huawei Division: In developed countries market, Huawei's positioning is the challenger identity. However, it is not high as the market share in developed countries, it is worth thinking and discussing the challenge of identity if be conducive to market expansion; In developing countries, where some of the market share is higher, Huawei's share of network is a leading position in construction occupies, so it is positioned as a leader and takes defensive strategy to carry out work .But in developing countries where some of the market share is not in the lead, Huawei is mainly positioned as a challenger; In backward countries, Huawei takes the same measures and resources as developing countries and has low market share.(Liu,2010)From the overall point of view, Huawei's positioning and investment in line with long-term development strategy, but in terms of practical results, the existing problems should not be neglected, we must strengthen the project analysis and planning, to avoid the occurrence of output and input does not match the situation.

The problems of product strategy

Huawei's product line is the industry's most comprehensive product line and Huawei marketing system business capabilities are available in the marketing mix, as well as customer operational requirements for the design. But Huawei has obvious deficiencies in two kinds of products and the technical competitiveness:

1. High-end routers in Internet solutions, Huawei's products and technologies lag behind those of Cisco and Juniper companies in the US;

2. Huawei has weak competitiveness in "Telecommunications Management Services" business. Telecom Operation support System-oss (Operation Support system) is a product with business software based on the deep understanding of network status and Operation management requirement. (Liu,2018). OSS can not only produce high marketing amount and high profit margin, but also deepen the depth of the cooperation between equipment operators and operators in the whole network maintenance, construction and evolution, which has important strategic significance. The global telecommunications Management Services market is led by Ericsson, Alcatel-Lucent, IBM and HP, but Ericsson and Rung are a leading position in the understanding of the service business and requirements of the telecommunications network and the evolution of technology, and IBM and HP having the advantage in software systems and server technologies. Huawei's weakness has historical reasons in this respect. China's telecommunications infrastructure has reached a high level in the hardware, but it compared with developed countries have a certain gap in the construction of operational support systems and telecom operators. The concrete statistical analysis shows, the international mature operator invests to 5%-10% in the total investment in the telecommunication operation support System, the emerging operator ratio reached 20%, but the Chinese telecommunication operator only have accounted 2%~3% in this aspect investment, up to 2006, So Huawei and ZTE are also less competitive, which have locally developed.

The problems of price strategy

Compared with other telecom companies, Huawei's products have more obvious advantages in price. Huawei is very good at setting prices, but the problems cannot be ignored, such as in the mobile phone products, Huawei adopt a different price strategy according to the quality of products. In low-end mobile phone products, Huawei is a competitive pricing strategy, to reduce the price as far as possible with other brands of the same quality Huawei mobile phone products, there is a significant price difference. Samsung is taking the cost-plus pricing method; the two companies adopt different

pricing strategy according to its own positioning that is the best choice. In the mid-range mobile phone product area, Huawei has continued use its low-end product strategy, but given that the mid-range mobile phone will be increased some technical costs, then Huawei's low-cost competitive strategy will have a small effect. In high-end mobile phone products, as a result, Huawei's high-end mobile phone products are not as technical as Samsung's products, the brand is inferior to Apple, it leads to few consumers choose to buy a few high-end mobile phone products because the impact of technology and other factors.

The problems of place strategy

Huawei's channel strategy is more flexible, it learned China experience in the fixed network and mobile network channel construction, and it develops properly agent, and to learn Cisco's marketing model in internet products (routers), to establishes a relatively perfect direct sales and distribution model and have a good result to training work in the distribution system certification, but there is a big gap between the direct commerce and Cisco.

In developed and backward countries and regions of the market, the channel construction of Huawei is line with the objective demands, but the channel construction of Huawei has more outstanding problems in developing countries.

The previous analysis has come to the conclusion that the biggest problem of Huawei's international marketing is that the marketing quota of developing country market is insufficient, the direct reason of this problem is that the channel construction is not enough.

1. Huawei in developing countries market, it not enough branches have been set up, and the development and management agent system have not effectively resolved the lack of branch offices. To compared with China, Huawei has established a representative office in China every province except Taiwan, every prefecture-level city is equipped with more than one customer manager, customer relations can be radiation to the grassroots, the market coverage achieved by the effect, it is clear that Huawei in foreign markets far less than domestic market.

2. Huawei's marketing system localization work is deficient, the most direct performance is the Huawei's international marketing system absorbs the local staff number is few in the sales force, and position is focused on pre-sales technical support, there are few foreign employees in the customer relationship construction position.

Foreign staff focused on the post of the project and maintenance post in Huawei's Marketing System (sales and service, functional sales management Services). The localization of the marketing staff is not enough, which leads to the lack of the Chinese employees because of cultural, linguistic and other factors.

3. Huawei learned successful to the Cisco system in the professional distribution channel construction and management model. But to the traditional carrier's communication equipment product and the selective distribution channel construction also did not have the outstanding achievement, the overseas marketing organization's coverage scope is insufficient, as a result, the potential construction opportunities of the market are not deep enough and the proportion of marketing is low.

4. In the international channel construction, the government resources to borrow strength weaker than ZTE, which is directly related to ZTE's state-funded background. But the impact is limited to some countries (such as Pakistan) and some projects (such as government aid).

Huawei Company is relatively conservative in advertising and image-building, in addition to Huawei's terminal products, in the public media to put more than enough advertising, other business and products, the company image promotion behavior is very few.

Huawei's network equipment promotion is accomplished by two tasks: one is close to the customer's direct sales behaviour, it be achieved promotional purposes by the publicity, and invited it to visit the company in this process; The other is to participate in professional telecommunications exhibitions, including world-class (such as Beijing International Telecommunication Exhibition, Hong Kong International Telecommunication Show, Moscow International Telecommunication exhibition, Hannover International Telecommunication Exhibition) and regional and national level exhibitions. Huawei has invested a lot of manpower and resources in these exhibitions as an important platform for promoting the company's image and promoting new technologies and products. (Liu,2018)

Huawei is a High-tech enterprise and non-publics background company from China, it objectively needs to build up the image which is more acceptable to the public through the propaganda and the promotion, but Huawei is deficient in this point, and has the more obvious influence to the international marketing work.

ANALYSIS OF MARKETING ENVIRONMENT IN THAILAND

Macro environment analysis

Political factors

Now Thailand is a military dictatorship, the National Assembly of the right, the Palestinian-Israeli prime minister and is the Thai national peacekeeping order of the leadership of the committee, declaring military courts in criminal cases have the right to decide. In accordance with the 2007 Thai Constitution, which has been abolished, Thailand has a constitutional monarchy and parliamentary democracy, the king is the head of state and according to the constitution, the Prime Minister is the head of the government, legislation and administrative power of mutual balance, while the judiciary is independent of the power balance, Thai parliament members of the two parliaments are divided into the Senate and the House of Representatives, Thailand is Multi-party system. The ancient Thai regime was an absolute monarchy, and then a constitutional revolution took place in 1932, which replaced the Thai regime with a constitutional monarchy and parliamentary democracy.

In July 1, 1975, China and Thailand formally established diplomatic relations. In addition to setting up embassies, China had a consulate general in Khon Kaen, Chiangmai and Songkhla in Thailand. Thailand had a consulate general in Hong Kong, Guangzhou, Shanghai, Kunming, Chengdu, Xian and Xiamen, and has a consular office in Nanning. Since the establishment of diplomatic ties between China and Thailand, the two countries have developed friendly cooperation in various fields such as politics and economy, and bilateral relations have been developed steadily. China and Thailand established annual consultation mechanism in 1981 and established the deputy ministerial-level economic and Trade Board in 1985, its upgraded the economic and Trade Board to Deputy Prime Minister in 2003. And in 2012, China and Thailand announced the formal establishment of a comprehensive strategic partnership. In order to strengthen economic and trade cooperation, China and Thailand have signed a number of intergovernmental cooperation agreements in the fields of science, education, health and military. For example: the agreement on the Promotion and Protection of Investment (1985), economic cooperation agreements such as the forgetting of the trade economic and Technical cooperation Understandings (1997) and the bilateral currency Swap agreement (2001); Moreover, Thailand, as an old member of ASEAN, also participated in the signing of the Framework Agreement on Comprehensive Economic Cooperation between China and ASEAN (2002), the Agreement on Trade in Services (2007), the Investment Agreement (2009).

economic environment

Since ancient times, Thailand had a big agricultural country. Until the 1960s and 1970s, Thailand began to adjust its economic policy, phased implementation of the "Export-oriented" policy. Thailand in the 1980s actively introduced a high value-added technology-intensive industry, vigorously adjust the industrial structure, the development of export-oriented economy, the implementation of a free economic development policy. The policy quickly became effective, and Thailand's economy developed rapidly, and then Thailand became one of the "Four Tigers" in Asia.

Thailand's economy was hit hard by the financial crisis in Thailand in 1997. To revived and revitalized the Thai economy, the Thai government has adopted aggressive fiscal and monetary policies to boost domestic demand and spur exports. The policy has been very effective. Thailand encourages foreign investment and a relatively loose investment environment is an important reason for attracting foreign capital. Thailand is still attractive for foreign investment.

The main factors that attract foreign investors in Thailand are Adequate supplier, good infrastructure, abundant resources, good transportation and logistics system, preferential tax policy.

Thailand's economy remains weak. The first reason is that the Thai economy relies on foreign consumer demand, Thailand's exports of goods and services account for 70 per cent of Gross Domestic Product, So the Thai economy is directly following the world economic fluctuations. The second reason is that most of Thailand's reserves are inadequate. The demand for domestic consumption fluctuates according to loan capacity and liquidity. The last reason is that national consumption and public investment account for only 18.5% of GDP, and almost 80% of the national budget is recurrent expenditure, its limits the ability of the state to use fiscal policy. Thailand's economic structure is problematic and volatility keeps altitude. It is difficult to sustain growth without improving the structure of the economy.

Table 4-1 Economic growth forecast in 2017 and 2018

important economic indicators	2016	2017	2018	
			basic situation	Prediction interval
GDP growth rate	3.2	3.9	4.0	3.5-4.5
private consumption	3.1	3.1	3.0	2.5-3.5
government spending	1.7	2.7	1.0	0.0-3.0
investment	2.8	1.6	4.3	2.0-6.5
nongovernmental	0.4	1.6	3.0	1.0-5.0
government	9.9	1.8	8.0	5.0-11.0
Export	0.5	9.0	4.5	2.0-7.0
Import	-4.2	14.0	8.0	4.0-10.0
Inflation	0.2	0.8	1.1	0.6-1.5
Dubai crude to average	41.3	52.0	55.0	52.0-60.0

According to the table, the forecast of Thailand's economic growth rate for 2018, the GDP growth rate will be between 3.5 and 4.5 in 2018, GDP growth will rise that compares with 2017.

social environment

Thailand and China are both known as countries of courtesy, the people of both countries are hospitable, pay attention to etiquette, respect for elders. Thailand believes in Buddhism, Thai people are affected by the Buddhist teachings, Thai people are more committed to good, love peace. China and Thailand also attach great importance to the exchange of cultural exchanges, the two countries have set up a number of friendly exchanges of organizations. For example, China and Thailand established the Thai-Chinese Friendship Association in 1976, it established the Sino-Thai Friendship Association in 1987. In addition, China and Thailand also actively promote the construction of friendly cities. The 16 Provinces (districts) and 14 cities of China have established 16 friendly city relations with Thailand. For example, Beijing and Bangkok, Chengdu and Chiangmai, Sichuan Province and the city of the Ministry of Fu, and so on. It is precisely because Thailand and China have similar cultural and religious beliefs, Chinese enterprises can learn more about Thailand's national conditions, narrowing the psychological distance between China and Thailand, for enterprises in this investment has laid a good foundation. During the period from the 1850s to the 1930s, a large number of Chinese immigrants lived in Thailand in order to avoid the war, while the Chinese were living in the capital and some foreign cities. At present, Thai Chinese have become more and more important in Thailand, and they have an important position and influence in Thailand's politics, industry and commerce, finance, tourism and media. Overseas Chinese make up about 14% of the total population of Thailand, and Chinese nationals living in the Thai capital account for 40% of Bangkok's population. Thai

overseas Chinese have played a role in promoting friendly cooperation between the two countries, especially in economic and trade cooperation. The support and contribution of overseas Chinese is also one of the important reasons for China's enterprises to invest in Thailand. Therefore, Thailand's social and cultural environment for Chinese enterprises to direct investment in Thailand has played a beneficial role in promoting.

Technology environment

At present, the rapid development of information technology has greatly expanded the market space of electronic communication products. The development trend of telecommunication network technology is characterized by business data, technology broadband, network optical fiber and access wireless, all these have created huge new market growth space for electronic communication products. In order to improve the competitiveness of enterprises, various telecom operators actively introduce new technology and new equipment, which is aimed at continuously providing users with fresh business, thereby improving their perceived service level, and these measures also provide huge market space for telecommunication equipment manufacturers. With the emergence of new communication technologies, the following technologies will lead the future of the communications equipment market

NGN (Next Generation Network) technology: The Next Generation network is based on the current network; the NGN technology is a kind of business-driven packet network based on Soft Switch. It uses a comprehensive, open, integrated network architecture. It completely separates the service from the call control, the call control and the load-carrying complete separation, realizes the relatively independent business system, makes the business independent of the network. Has a wealth of business to provide the ability to provide voice, data, multimedia and other business or integration services on the same network.

3G (3rd Generation) Technology: The third-generation mobile communication technology defined by the ITU. It is the third generation of mobile communications technology abbreviation referring to the support of high-speed data transmission of cellular mobile communication technology. Services can simultaneously transmit voice calls and data information, e-mail, instant messaging and so on. The representative characteristic is providing the high-speed data service compared to the first-generation analog mobile phone (1G) and the second-generation GSM, the CDMA and so on digital handset (2G), third generation handset (3G). Generally, it refers to a new generation of mobile communication system that combines wireless communication with international Internet and other multimedia communication. ITU has identified

three wireless interface standards, CDMA2000, WCDMA, TD-SCDMA.

Let (Long Term Evolution) technology: It is the International mobile Communications Standards Organization 3GPP in 2004 to develop 3G follow-up evolution technology, it was named Long Term evolution. LTE, which is based on OFDM (Orthogonal Frequency Division Multiplexing)/FDMA (Frequency Division Multiple Access), can be considered a "quasi-4g" technology, it has become the global trend towards 3G follow-up evolution of the mainstream standards, it is considered to be from 3G to 4G the evolution of the mainstream technology.

ICT (Information Communications Technology) technology: A new concept and new technical field that is formed by the integration of information technology and communication technology. ICT is generally understood to provide a wide range of services based on broadband, high-speed communication networks, it is also not only the transmission and sharing of information, but also ICT is a common intelligent tool now more as a service to customers, this kind of service is a combination of IT (information industry) and CT (communications industry), the communications, electronic and information industries, the Internet and media industries will all be integrated into ICT. Services is not only for enterprise customers to provide line building, network architecture solutions, but also to reduce the enterprise in the establishment of applications, system upgrades, operations, security and other aspects of the burden, saving the enterprise operating costs, so by the enterprise users.

Internet of things technology: the overall idea of the technology is to connect all items to the Internet through information sensing devices such as radio frequency identification (RFID), infrared sensors, global positioning systems, laser scanners, etc. According to the agreed agreement, any items connected with the Internet for information exchange and communication, to achieve intelligent identification, positioning, tracking, monitoring and management of a network. The concept of the Internet of Things was proposed in 1999. The Internet of Things is "connected with things". This has two layers of meaning: First, the internet is still the essential and foundation of the Internet, is an extension and expansion of the network, the second, its client extended and extended to any items and objects between the exchange of information and communication.

These new technological developments are for telecommunications equipment manufacturers, it has grasped the development direction of technology, then in the appropriate time to cut into the relevant research and development, can occupy a certain share in the new market competition

SWOT

Huawei Company's International marketing advantages

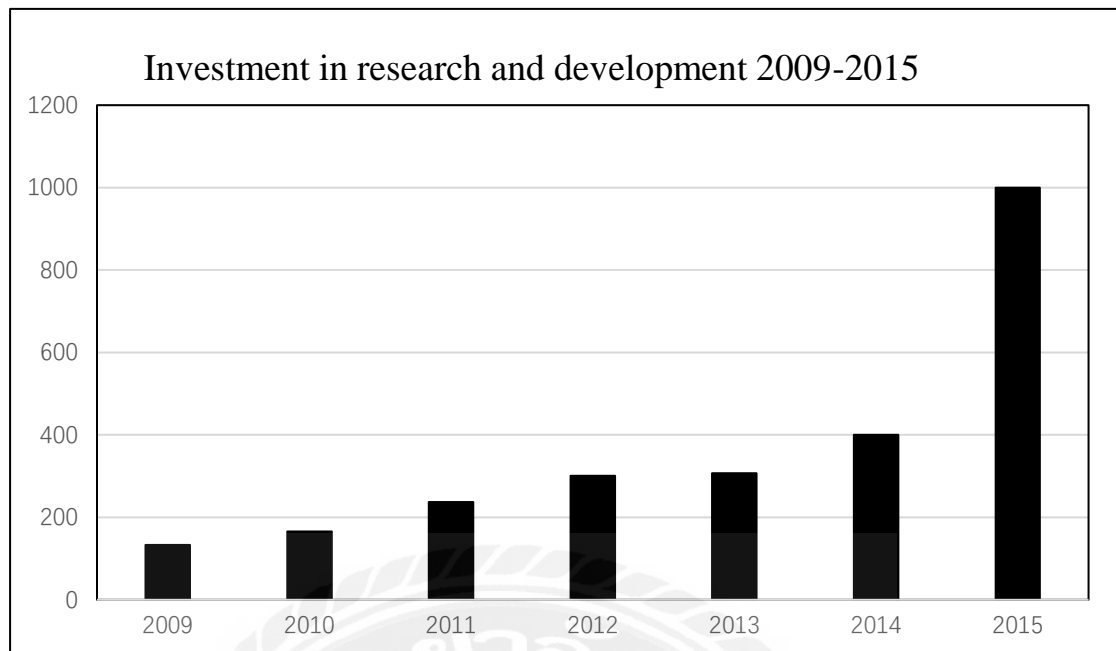
Sound Enterprise system

Huawei has been around since its founding, with the size of the growing, increasing efficiency, enterprise system has been constantly improved and sound. Huawei has developed a "HW Qualification Management System", "Performance Management System", "Salary Management System". Enterprise system is an important condition to ensure the smooth operation of the company, the qualification system clearly puts forward the qualifications of each Huawei employee, which provides a great help for Huawei's selection of talents, and the performance management system clearly puts forward the position responsibility and salary management system for Huawei's employee, it can better motivate Huawei employees and promote the development of enterprises.

Strong research and development capabilities

Huawei focuses on ICT (information communication Technology), implements a pipeline strategy, to increase investment in future-oriented basic research and innovation, continue to invest in key technologies, infrastructure capabilities, architecture, standards, and product development, committed to providing wider, smarter, higher performance, more reliable zero-wait pipeline, create a better experience for users. According to statistics, Huawei's r&d staff accounts for about 45% of the total number. In terms of capital investment, Huawei enables technology and products to take advantage of international market competition under the sufficient research and development funds.

Figure 4-1 Investment in research and development 2009-2015



In technology research and development, Huawei is in a leading position in many fields, such as in the field of wireless network, Huawei continues to lead the innovation of 4G, continuously enhance the product technology updates, and gradually improve the network performance and customer experience. Huawei has embarked on a study of 5G and has achieved remarkable results and is expected to complete its operational testing in 2019, it will be commercially available by 2020. In the field of enterprise network, Huawei based on SDN (software Definition Network) technology theory, put forward the new idea of Agile network architecture, this new technology realizes the seamless docking with the mainstream cloud platform, and compatibility of multiple virtual and physical networks. In the important network area, Huawei has developed a real-time video experience upgrading technology, and has achieved a pivotal competitive advantage in the technical field.

Advanced Marketing Concept

In international marketing, Huawei set up a scientific marketing concept, closer to customers, more detailed service. Huawei in the development process has always adhered to the customer first business philosophy, and repeatedly stressed the key to enterprise production development is to focus on customer demands, it's not just the customer's needs, but also need to analyses the future demands of customers change; Not only need to consider the requirements that the customer has already implemented, but also need to tap the customer's potential demands. Huawei's marketing philosophy is related to customer demands. In the product aspect, the structure system gradually formed, with the research and development investment unceasing enlargement, Huawei's products can more easily meet customer requirements, more and more

consumers like it, the international market competitiveness has been greatly promoted. In the service, Huawei after-sales service system is very perfect, it has a large after-sales team and outstanding service capabilities. In terms of price, Huawei has been adopting low-cost competitive means, which will play an important role in international marketing.

Scientific development Strategy

1. Differentiation strategy

Differentiation strategy refers to the development of the corresponding marketing strategy of Huawei according to the level of national and regional economy. It mainly reflected in the following three aspects:

(1). Developed markets. Huawei's investment in network construction will take full account of the user's coverage, consumers ' propensity to purchase, and the quality of service requirements. Developed countries ' market attaches great importance to the brand and technology of telecom equipment suppliers, therefore, to improve their competitiveness, the suppliers must be optimise and innovate the network, products and services. Huawei has given full advantages in research and development, and has achieved outstanding results in

the European market, but, Huawei's competitive advantage is obviously inferior to Ericsson in the North American market.

(2). Developing markets. Developing countries have a very large share of the world, especially in Africa, Eastern Europe and South America. Although their level of economic development is not exactly the same, but there are many similarities in the communications industry, for example, there is a great demand for communication services, investment and construction of communication services increase, and penetration rate increases significantly. Because operators lack the accumulation of technology, it will mainly consider the price and the cost in the establishment construction plan process, and the service quality request is not very strict.

(3). Backward country markets. Because the operator's infrastructure is relatively backward, the investment is also very cautious, as a result, consumers have no place to consume even if there is demand for information consumption. Therefore, Huawei's strategy in the market for backward countries is to work with local governments to expand the market with the advantage of the government.

2. Sustainable development strategy

Huawei strengthens exchanges and communication with stakeholders, integrates

the company's business with sustainable development, and promotes the harmonious and healthy development of economy, environment and society. Huawei's sustainable development strategy is mainly embodied in the following aspects:

First, bridging the digital divide. Huawei is committed to making it easy for people in different parts of the world to access the communications network, and to actively create communication conditions for people in remote mountainous areas, effectively connecting with the information society. Huawei actively expands the application of ICT technology, including government, finance, transportation, medical, education and other fields, promote the efficiency of resource utilization and promote the process of sustainable development.

Second, ensure the stable and safe operation of the network. Huawei will build and fully implement the end-to-end global network security system as one of the company's important development strategies. No matter what challenges, all do their best to provide customers with security support network, at the same time actively take various measures, legal compliance to promote user privacy protection work, assume corporate responsibility.

Third, promote environmental protection. Huawei adheres to the concept of environmental protection into product design, research and development, manufacturing and delivery in all aspects, through continued technological innovation, and continuously improve product efficiency and environmental indicators, to provide customers with leading energy-saving environmental protection products and solutions to help them reduce operating costs, reduce resource consumption and carbon emissions. (Wang,2016) Huawei continues to guarantee the environmental compliance of its products and partners and integrates the environmental protection concept into the procurement strategy and procurement management process, and the traction supplier to carry out environmental protection practices and build a green supply chain. Huawei has carried out the "cradle to cradle" circular economy practice, to improve product reuse ratio and to reduce the impact of waste on the environment, at the same time, continue to promote green ICT solutions, promote energy conservation and emission reduction in various industries, and actively promote energy conservation, environmentally friendly Low-carbon society.

Four, realize common development. Huawei has always attached importance to the safety and health of employees and welfare security, so that the struggle to get timely and reasonable return. While the company continues to grow, Huawei is paying more attention to the career development of its employees, providing a variety of values for

diverse staff to achieve the channel, to help employees achieve personal value. (Wang,2016). As a global company, Huawei focuses on common development with its location, responsible corporate citizenship. Huawei is actively involved in the local community, contributing to the welfare, education, environmental protection, health and disaster relief, creating value for the community, and promoting community prosperity and sustainable development.

Huawei's International Marketing weakness

Serious "wolf" culture

Huawei's "Wolf" culture has become a classic case of corporate culture construction. Huawei has made demands on internal management: the subordinate staff must obey the arrangement of superior leadership, showing strong authority. Huawei has employees who strictly enforce the system, follow the instructions of superior leaders and be diligent at work. To some extent, this kind of enterprise culture can improve the efficiency of employees in a short time, finish the assigned task with quality and quantity guaranteed within the specified time. However, this kind of corporate culture is not conducive to the communication between superiors and subordinates, the company cannot hear the enterprise related suggestion from the grass-roots, it is easy to make mistakes in decision-making, affect the employee enthusiasm and hinder the company development.

Weak brand impression

In 2014, Huawei has won the title of "the most influential Chinese brand in the world", but there are still some gaps between Huawei's brand and other famous telecom companies in the field of communications. First, at the beginning of international marketing, Huawei adopted a "rural siege city" strategic means, as a result, Huawei has sacrificed its brand image, the promotion of brand value is affected in the process of entering the market of developed countries. Second, Huawei as a private enterprise in developing countries, the price competition strategy was adopted in the process of entering the international market, the initial products mostly belong to the low-end grade, as a result, the implementation effect of strategies in developed markets is relatively low, it makes Huawei's brand lacks popularity and influence in the international developed market. In addition, Huawei has limited resources to invest in advertising campaigns, it does not attach importance to advertising, too dependent on their products and services, did not give full play to the role of media advertising marketing, it's not good for product promotion, it has had an impact on the company's sales

High cost of human resources

Huawei compared with the traditional manufacturing industry, it belongs to the High-tech enterprises, the quality and knowledge of the staff are relatively high. Therefore, Huawei's human resources costs will be higher than other enterprises. From the present point of view, as mentioned earlier in the end of 2014, the number of employees reached 170,000, it employs 50,000 more people than Ericsson's 120,000, but the two companies are evenly split in performance, this fully shows that Huawei's per capita productivity is not as good as Ericsson's, and there is still much space for improvement. In the future, with the communication equipment market slows down and the market competition space becomes smaller, Huawei's strategy of boosting sales through manpower growth is bound to lose effect and even hinder the development of the company. Therefore, the Huawei department must be make corresponding measures to the high cost of human resources to ensure the smooth operation of the enterprise.

Lack of international competition experience

Huawei lacks competitive experience in developed country markets and most of its products are concentrated in developing country markets, and the successful management experience is mainly in developing country markets. There are great differences between the markets of developed countries and developing countries, including economic environment, policy diplomacy, laws and regulations, social culture and technological innovation. Huawei is short of localy team building in international marketing that is very detrimental to the expansion of the international market. Huawei want to be stabilization in the markets of developed countries, it has to transcend these barriers, to fully understand the market environment and market mechanisms of developed countries, to learn local laws and regulations, and to use foreign policy rationally.

Huawei International Marketing Opportunities

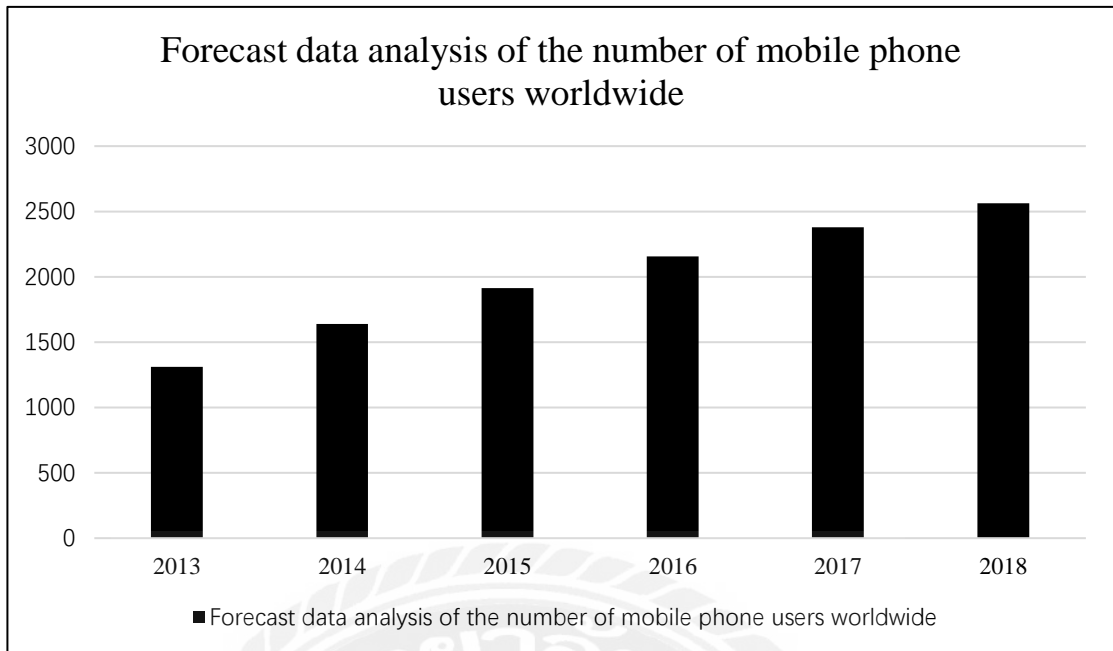
Strong support for national policies

Our government always gives support and help to the communication enterprises to enter the international market. Government have an attaches great importance to the communication enterprises in the international market competition, and the Ministry of Industry and Information Technology, Deputy Minister Xing said they will make a "Thirteen-Five" plan that the development of communications industry to go out. It will focus on the following aspects of work: first, increase policy support. To study and

implement the policy measures for the support of major overseas investment projects, to perfect the cooperation mechanism between financial institutions such as banks, to build a platform for cooperation between production and finance, to encourage enterprises to "go out" and to drive the output of domestic equipment, technology and services. Second, to improve the Overseas investment service system. It will works with relevant departments to improve the system of "going global" inter-ministerial joint meetings, support the establishment of professional overseas investment service platforms and service institutions, promptly incorporate key "going global" projects into bilateral and multilateral free trade agreements, list of high-level dialogue mechanisms and intergovernmental cooperation, strengthen cooperation with foreign industrial authorities to exchange, to protect the legitimate rights and interests of our enterprises ' overseas investment.

The rapid communication industry is one of the fastest growing industries in the world, especially in recent years, with the rapid development of global technology, IT industry, software industry and communication industry began to realize all-round integration step by step, it makes the global telecommunication industry has entered a new period of great transformation, integration and transformation. The communication industry is gradually realizing a new leap-forward development. With the development trend of economy and information globalization, people's demand for communication service will be increased rapidly. As shown in Figure 4.2, according to the 2013-2014 China Mobile phone/smartphone Market Research Annual report, the number of mobile phone users worldwide will reach 2.3 billion in 2017, and it will rise to 2.5 billion in 2018, it's not hard to see from these figures, there is a great space for the demand and development of communication services.

Figure 4-2 Forecast data analysis of the number of mobile phone users worldwide



The vast development space abroad.

Especially for the overseas markets such as Southeast Asia, due to the historical environment and other reasons, it makes the construction of communication network is relatively backward, which gives Huawei such a new equipment supplier a good opportunity for development. In terms of the economic environment, the Asia-Pacific region has maintained steady growth in recent years, it has become the fastest growing region in the world. Coupled with the large population base and the need for further development of the market environment, Asia-Pacific emerging markets in recent years to become a hot spot of global telecommunications. The steady growth of regional economy and the promotion of economic globalization have led to the rapid growth of the communication demand in Southeast Asia in recent years. The demand of regional economic development for the communication industry has prompted the countries in the region to rush to attract foreign investment to develop their communications industry. Therefore, the Southeast Asian countries in the communications industry from the conservative to open the road to accelerate the progress of the past few years in deregulation, open up the market has made a lot of efforts to create a good investment environment.

Huawei's international marketing threat

Huawei faces stiff competition from multinational companies in the same industry in developed countries. The beginning of world informatization started in developed countries, and the telecom giants in developed countries occupy most international

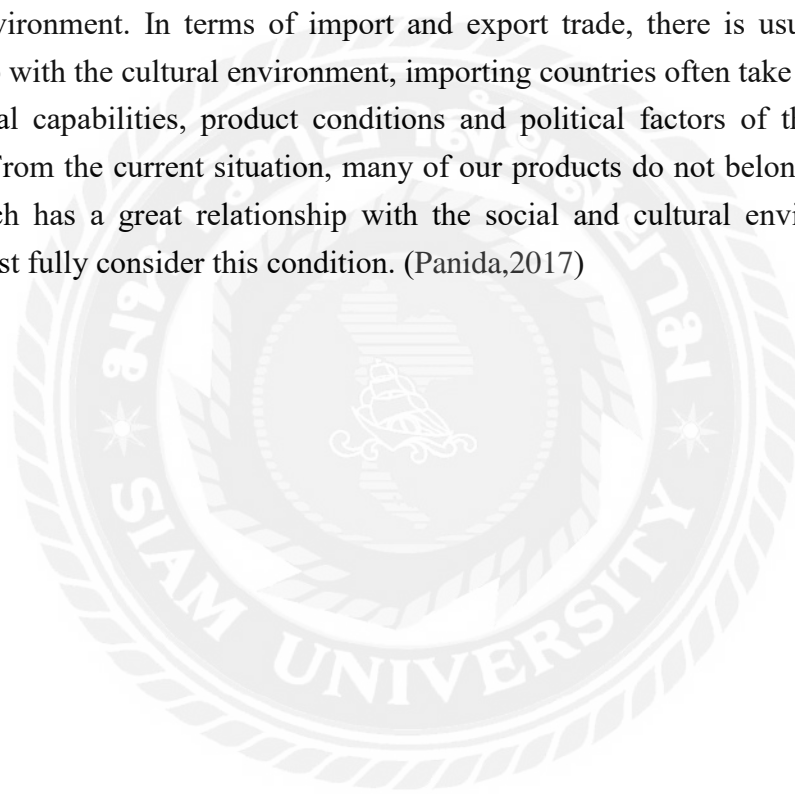
markets by virtue of their previously established dominance. Although Huawei implemented the globalization strategy very early, it mainly took the road of "the city surrounded by the countryside", First, it should start with developing countries such as Asia and Africa and countries in transition such as Russia and achieve certain achievements, however, Huawei could not make a big breakthrough in the interior of Europe and America. (Zhang, 2010). There is a huge gap in business income to compares with the world's strong industry in the network communications equipment. It can be said that Huawei can provide end-to-end solution from the communication network business and application layer, pivotal layer, load layer, access layer to terminal , but this comprehensive business development model is bound to be the world's leading enterprises in every field of comprehensive competition, in the field of data network Cisco, Alcatel-Lucent and other competitors, In the terminal area has Nokia, Motorola, Samsung and other rivals, in the mobile and important network area has Ericsson this formidable opponent, and there have involved an overall threat from ZTE in every area.(Gong,2006)

Threats to potential entrants

Communication manufacturing is a high investment capital-intensive industry, coupled with the "brand effect" and "enclosure effect" in the communication equipment market, which makes the industry to the new entrants, leading to the increase in the barriers to the communications industry. However, the entry barriers of industry will change with the change of external conditions, such as the economic and political factors will have a significant impact on the enterprises in the all industry. And the "experience curve", an industry barrier to entry, will lose its role as experience cannot continue to remain exclusive, the result is that the barrier will gradually disappear to the entrants. In view of the current economic environment, there are related industries such as IT, system integration and other powerful enterprises by mergers and acquisitions and other methods to enter into the communications industry. Therefore, the potential entrants of the industry still exist to some extent. Huawei faces potential threats from multinationals in other industries such as electronics and computers. Huawei as the network communication equipment-based operators, its business covers the mobile, broadband, IP, optical Network, telecom value-added services and terminals and other fields. In the world's top 500 companies, such as Siemens, Samsung Electronics, Hitachi, Panasonic, Sony and other industries such as electronics, telecommunications, electrical and software industry accounted for at least a few of companies, those company at this stage has no direct competition in the future will directly threaten the survival and development if it has the choice of strategic transformation, choose to enter the communications industry. (Li,2006)

Trade barriers

With the trend of global economic integration and informatization, it has exerted a far-reaching influence on the development of domestic economy. The nations of the world will set up corresponding trade barriers in politics and interests. With the passage of time, the instability and uncertainty of international market environment will gradually increase, the international competition will become more and more fierce, the trade protectionism will become more and more obvious. The social and cultural environment has a certain influence on the development of enterprise internationalization strategy. Huawei marketing will be affected by the domestic cultural environment. In terms of import and export trade, there is usually a close relationship with the cultural environment, importing countries often take into account the technical capabilities, product conditions and political factors of the exporting countries. From the current situation, many of our products do not belong to the first camp, which has a great relationship with the social and cultural environment, so Huawei must fully consider this condition. (Panida,2017)



ANALYSIS OF MARKETING STRATEGIES IN THAILAND

Determine the target market

Market segmentation

Market segmentation is the process that enterprises can be sold in the market as all divided into a number of customer base market classification process by market research, customer demand, purchase behaviour and purchase habits and other aspects of the differences. (Liu,2013) Generally, through the market segmentation can be targeted to configure the production of enterprises, marketing resources, especially it plays an important role. This is great significance to the enterprise. On the one hand, it is advantageous to select target market and develop marketing strategy because the subdivision of the sub-market easier to understand the demands of customers, enterprises can be more targeted configuration of production and marketing forces, targeting the target market, the formulation of appropriate marketing strategies, and enterprises will quickly react and to adapt to the changing market demand if the user's demands change. On the other hand, to explore market opportunities and improve economic efficiency, it can be found in favor of the market opportunities for enterprises because of the comparative analysis of market segments, and enterprises can target their own market to produce corresponding products, thereby enhancing the economic benefits of enterprises after market segmentation. (Liu,2013). From the domestic market to overseas expansion, Huawei's marketing strategy has always been in the market segments. Through a reasonable market segment, Huawei can effectively understand and grasp the different regional market competition and current satisfaction, to explore those who still have to develop and increase the space of the market, in order to form and establish a suitable for their own development of the target market, to use internal and external resources to quickly gain market advantage and ultimately improve market share. (Zhang,2013) As the product of communication equipment, and consumer products and means of production products are different applications of the characteristics, which led to the product market segments need the different application environment requirements, the target customer is divided into operator market and industry market. The operator market refers to the market of the enterprises which operate the telecom base, its purchase of products is characterized by a large number of small frequency purchase, the requirements of the product is to meet the reliability, operational management and other characteristics, high performance requirements for the product and industry market can be divided into different traditional industry characteristics of the banking system, power systems, education systems, medical systems, such as these customers on the product requirements are able to meet the specific business application demands, network deployment form the headquarters and the various branches of the form of connectivity, the requirements of communication

products to meet specific business demands, it not necessarily high reliability, but the business must be easy to deploy and failback. Another dimension to distinguish the communication equipment is the subdivision by geographic, the customer of different region has the very big difference to the product demand, but the difference of product demand inevitably leads to the difference of production cost and sale expense for production enterprise. Therefore, enterprises should take into account the total cost of production and sales of the sub market in the market segment. Huawei in the international market is based on the geographical range of users. Huawei international market segmentation is based on consumer demand differences, according to a certain degree of segmentation criteria, it subdivides many sub-markets that need different products and marketing mix and choose the international market target in these sub-markets. (Shang,2017). For industrial product market subdivision, the international market can be subdivided according to the end-user, the user size and purchasing power size and the purchasing organization characteristics.

Target market

Enterprises in the market segmentation after a few of "sub-market", the use of marketing activities aimed at the corresponding market direction of the optimization process. On the one hand, the production and sales of enterprises and other resources are limited; On the other hand, enterprises should pursue shareholder profit maximization, and to meet specific market demand, so this is necessary for the optimal process of the target market. Huawei in the marketing strategy, does not involve all the market, but always choose the most development of space target market on the basis of market segmentation, through the market demand to play the company's advantages in the fierce competition to stand out and win. Combined with the previous pest analysis, because Thailand's political orientation is the development of the economy, coupled with a long time, Thailand has pursued a friendly strategic direction for China, so the Thai national market has become the focus of Huawei's south-East Asia regional marketing. On the other hand, Thailand has fewer restrictions in the process of importing communications equipment and related services, and there are no special technical standards and requirements for imported communications equipment products other than optical fiber products used in government projects. The Thai customs also imposed zero tariffs on about 153 information technology products produced, assembled and transported by WTO members, and other communications products would gradually reduce tariffs according to the WTO tax reduction schedule. Thailand's telecommunications market is in a period of rapid development, rich opportunities. From the comparative advantage and export practice, Huawei has more market opportunities in Thailand. (Liu,2010)

Marketing mix strategy

The marketing combination is the best combination and application of the environment, ability and competition condition in the selected target market, which can be controlled by the enterprise, to accomplish the aim and task of the enterprise. The main purpose of marketing is to meet the needs of customers, because of a lot of customer demands, there have a lot of the measures to meet the demands of customers. Therefore, enterprises must grasp those basic measures, a reasonable combination, and give full play to the overall advantages and effects in the development of marketing activities. Marketing combination is the basis of formulating enterprise marketing strategy, doing well marketing combination work can guarantee the enterprise to satisfy the customer's demand in the entirety, the marketing combination is a powerful means for enterprises to deal with the competitor, and is the way that enterprise reasonably distributes the marketing budget cost. In the the fifties or sixties of the 20th century, according to the marketing concept of the demand-centric theory, professor McCarthy proposed the famous 4P combinatorial theory, and concluded that the controllable factors of marketing activities in enterprises were grouped into four categories, include product, price, place and promotion. (Wang,2008)

Product strategy

Product is the basics of Huawei to open up the market and occupy the market, to achieve the ultimate victory. Whether in product-oriented, technology-oriented, or today's market-oriented stage, Huawei's product strategy has always been around a principle of customer demand-oriented, to push the product differentiation strategy.

Standardization and differentiation

Communication products industry is relatively mature, it has formed a standardized product trends, however, Huawei will face the different market environment of various countries or regions when marketing in the international market because of the special requirements of different country or region market, it leads Huawei to offer different products to different countries or regions on the basis of meeting international standards. For the company, product standardization can form economies of scale, it can reduce product research, development, production, sales and other aspects of the cost, thereby improving the intrinsic profit. In addition, product standardization is conducive to establishing a unified image of the product world, and to enable enterprises to effectively control global marketing. As mentioned earlier, a

certain degree of product differentiation can better meet the individual demands of different customers, because of the differences in the social and cultural environment of the final customer, it cannot do all the market will be able to sell the same products. This differentiation to a certain extent, Huawei has won the recognition of customers. To meet the specific requirements of a Thai operator for the centralized maintenance of Huawei's network equipment, Huawei has customized and developed a management system that has been well received by users. (Tay,1997)

Launch products with market demand

Over the years of product development experience and international marketing experience, to make Huawei deeply understand, , it must really finds the right user demands, use the practical and serialized products to win the market, to form its own product real scale applications if it want to completely break the monopoly situation of foreign equipment merchants, and only form the large-scale applications, it can truly break the monopoly and gain a place in the fierce international market competition, to achieve better development. In order to adapt to the requirements of a carrier business transformation in Thailand, it needs to support IPTV capacity in the new national trunk network, Huawei quickly adjust product strategy, it timely releases the data products to meet the multicast business.

Focus on the development of the industry and exploit it

In the first few years of entering the communications market, Huawei has invested a lot of energy in independent research and development, but at this stage, Huawei's research and development strength and the market's sense of touch has not reached the requirements of first-class manufacturers, only relying on independent innovation will be backfired. Huawei realized it, first independent research and review of high-end routers, and then launched the GSM standard under the guidance of the direction of the market, because Huawei have a great effort in the research of these products, but also understand the requirements of customers, to reflected out the customer's demands in the performance of the product in product research stage. Therefore, these products finally in the market have achieved remarkable sales performance, the switch won the vast majority of rural markets and making Huawei become the mainstream equipment supplier for China mobile communications.

Price strategy

Huawei should adopt the method of cost pricing, demand pricing and price pricing in international marketing: Huawei adopts cost pricing method, which is mainly on the

basis of product cost, plus product expectation profit to carry out product pricing, mainly completes two aspects work, one is the accurate accounting cost; The second is to determine the percentage of profit according to market demand and product variety. The demand pricing method of Huawei is mainly based on the demand of social market, considering the consumption habit, income level, price elasticity of the service and product demand, and so on. Huawei needs to be priced according to the nature and characteristics of products, such as a series of products have been gradually recognized or accepted by consumers, then Huawei sales of the same functional products, often in the past prices for reference, so Huawei pricing product in the pricing process must be based on the past price standards. When Huawei sells the whole new product, it needs to price according to the consumer's cognitive value, first to annotate the product value through the service and the promotion, then to chooses the corresponding market reasonable price.

After entering the national market of Thailand for some time, on the one hand, Huawei has gained market share from operators, on the other hand, with the development of Huawei, it has become a large communication enterprise with strong products and features, we should consider the competitive pricing method. Competitive price pricing method is an active competition-oriented pricing approach, Huawei adopts competitive pricing method mainly includes: first, price comparison. Compare the price of a competitor's product in the market with the company's estimated price and divide the price of the competitor's products into above, flat and below three different levels. Second, quality comparison. Compare Huawei's product performance, quality, cost, style with its competitors, find differences, and further analyze the reasons for the different prices. On the basis of a large number of market research and cost, to determine Huawei's products the most prominent characteristics, advantages and market positioning, and finally determine the price based on the break-even point. Finally, change the price according to the market demand. After the product is put on the market, on the one hand, tracking competitor's product price changes; on the other hand, to adjust the price of products according to their own products in the market changes in sales, for example: for NGN (Next Generation Network) and 3G in this international compared to competitors have reached the leading level of products or some technology scarce products, it can be based on price competitive pricing method to improve prices. (Gao&Guo,2011).

Place strategy

In the global competition environment, enterprises want to be successful, the marketing channels become the third indispensable element except product and talent.

With the fierce competition in the market, how to attract and motivate more partners to sell their products has become an important issue in the channel management of communication equipment suppliers.

Direct selling mode

Compared with other types of marketing methods, direct selling way has two obvious characteristics, one can send the information directly, but do not need media intervention, enterprises can directly communicate with users; Second, for enterprises, direct marketing is more concerned about the specific sales activities. and the difference between direct selling of communication products and direct selling of consumer products lies in Huawei needs its own salespeople to reach out directly to carrier customers, this leads to high sales costs. In order to quickly gain the advantage of early entry in specified markets, Huawei should first choose to bypass direct selling by distributors as a sales channel, direct selling can be successful in the early stages of entering Thailand., but after Huawei to the international market, the company needs a targeted and comprehensive product solution for different customers with the continuous expansion of the customer group.

Distribution mode

After entering the local market to form a scale, Huawei to change the original direct marketing channel strategy, and constantly improve the original direct way of reform, Huawei companies to choose the right local distributor supply channel mode. This comprehensive distribution channel platform is based on Huawei's sales and service partners, training partners and direct users to establish a sound system. The system includes the first level of senior distributors, as well as subordinate regional agents, senior certification agents, industry integrators, to provide customers with end-to-end product integration solutions. In addition, Huawei should flatten the distribution of sales channels and strengthen the channel function of the subdivision and industry coverage, there is no absolute subordination between agents. Enjoy the same preferential policies, all rely on performance accumulation and turnover to obtain the same benefits as Huawei's product brand, performance and service level. In order to keep the distribution channel unobstructed, Huawei also gives more encouragement and support to channel partners in marketing and technical training. To keep distributors in this channel, Huawei should give more encouragement and support to channel partners in marketing and technical training. The technical training not only enhances the channel agent's technical service level, but also enhances the Huawei channel competitive power, and enhances the communication between Huawei and the channel agent. (Jiu,2012).

Promotion strategy

First, advertising. Huawei's products to enter the international market, we must use advertising, it not only can help the product to achieve the desired positioning, but also can be launched corporate visibility and establish a good image of enterprises. In the creative process of designing advertisements, Huawei should fully display the product features and corporate image. Huawei should adopt international advertising standardization and localization strategy in advertising publicity. The adoption of international advertising standardization measures can effectively reduce costs and promote products in the international market to establish a unified impression. The adoption of a local strategy to promote more persuasive and targeted advocacy, even if the cost has increased, but if can promote sale effectively, it will be more profitable. In advertising strategy to focus on product practicality and price advantages, such as Huawei's honor in 2014 launched the brand slogan "Brave to do their own", to reveal the future of Huawei products trend, fully demonstrated personalized characteristics, and received very good results. So, Huawei should be combined with market demand and other factors to carry out creative design.in the future advertising.

Second, the exhibition publicity. Participating in the exhibition is an important way for communication enterprises to promote brand impression and promote products. For Huawei, we must fully use the power of domestic and foreign communication exhibition to promote products and impression. Therefore, when entering a market, Huawei can hold a moderate scale communication exhibition, invite enterprises and operators in the peer field to show them the company's prospects and strength. In front of the booth, the show is not only products, but also include services and applications. Huawei needs make each of the exhibitors to establish a strong sense of personal image and corporate image fusion, to win more customer response in the exhibition show the company style. (Xu&Liao,2012)

Third, personnel promotion. Personnel promotion has the characteristics of flexibility, selectivity and transitivity, can be closer to customers, let customers experience products, stimulate the desire to buy. And personnel promotion can also obtain market feedback information, timely understand the market changes to the company to develop promotional strategies to provide recommendations. When adopting personnel promotion strategy, Huawei can start from the following aspects: first, to collate and translate the relevant information, to develop publicity manuals in accordance with international standards and practices for the learning and use of propagandists. Second, regularly send to customers or potential customers about

information of enterprises and products, so that customers can learn more about the company, experience the concept of Huawei the customer is important, quality and service into the publicity work. Finally, taking into account the differences between the domestic market and the international market, as well as the relationship between China and these target market countries, consider the characteristics of the local market. Huawei can use the political and diplomatic relations between countries to promote cooperation with target market countries, to take some experiments or gifts, and other ways to create project guidance needs. Huawei sales personnel should be able to accurately grasp the timing of sales, because of people, the time and the appropriate to carry out sales activities. And always pay attention to their own image in the sales process, to give consumers a good impression, so that consumers generate trust, standing in the consumer position, select products, guide consumption, experience products and so on, it can effectively combine the award-winning promotions, discounts and other ways to promote sales at the same time sales personnel in the product promotion process. (Zhang,2010)

Four, PR promotion. Huawei achieved the purpose of displaying corporate image and products by use the public relations maintenance and publicity. Huawei can take the following measures in public promotions: first, internal publications. Huawei not only can improve the cohesion of employees, but also demonstrate better enterprises to outsider by design the brochure that the main content is to carry the relevant information and achievements of enterprises. (Wang, Golden&Huang,2007). The second is to release the news. The company organizes press conferences, invites the news media reporter, will release the enterprise decision-making and the new product information, thus it can enhance the audience the attention degree. Third, the design of public activities. Through various donations, sponsorship activities, and strive to show the enterprise caring for the community's sense of responsibility, establish a good image of enterprises. In conclusion, Huawei in the international marketing process, not only focus on the market, products, channels, prices and promotions and other links, but also should be active in the cultural differences, government intervention and trade barriers and other issues of reasonable design. Cultural differences should be taken: one is the promotion of intercultural communicative competence; The second is to explore the points of agreement between different cultures and fully excavate the cultural connotations of the products; Third, to actively integrate into the target country culture and to reduce the impact of cultural differences as much as possible; Four, to build the local characteristics of the culture, to enhance its international market influence. In the aspect of government intervention, Huawei should actively use the help of the Chinese government to solve the intervention problem effectively through political factors such as diplomacy. In terms of trade barriers, Huawei can only take the form of negotiation,

through face-to-face exchanges and negotiations, and finally achieve a winning situation.



CONCLUSION

Huawei has obvious achievements in the international market, Huawei's internationalization has shown scale. However, as a private enterprise in developing countries, it will inevitably encounter setbacks and take some detours. This paper analyses the internal and external environment of Huawei Company, and finds out the problems existing in the international marketing of Huawei Company, and sets up an international marketing strategy for the Thai market.

In terms of product strategy, Huawei's product strategy should be based on market demand to launch products, while following the direction of industry technology development to effectively product differentiation and standardization of product mix, so that standardized products to meet the specific needs of local users and industrial development direction for the development of strategic products.

For the price strategy, inevitably, there will be setbacks and detours on the road of international development. In the initial market to expand market share, Huawei to adopt the profit and loss balance pricing method, but when a certain market share, if there are new entrants to appear, it should use the competitive pricing method. The implement flexible pricing strategies based on the demands of different external environments.

In terms of channel strategy, according to the current development of Huawei technology company in Thailand market, Huawei should combine its own strategic demand, adopt the channel mode of direct selling and distribution, and Cooperate with local sales channels, practice shows that, this approach is effective especially for the industry network market. In addition, Huawei should also strengthen the way of network direct marketing, which can save sales costs, so that different target customers use the appropriate channels.

Based on the marketing strategy be currently adopted by Huawei in Thailand, Huawei wants to change the status cut off with the media, it should advance promotion from the media advertising, business promotion and public relations, that is, to choose from the international advertising standardization or localization strategy, with excellent articles in the local media to render, flexible use the personnel promotion, set up Huawei company image by the exhibition, fully use the public relations strategies and other aspects to implement the promotional strategies.

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