

# The Financial Globalization of Lenovo

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YOU MAKE THEM  
DO.



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# **Lenovo: Building a Global Brand**

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**Outline:**

- **Overview of the company**
- **Customers or market**
- **Competitors and industry**
- **Positioning strategy**
- **Innovation strategy**
- **Brand strategy**
- **4Ps of marketing strategy**
- **SWOT of the Lenovo**
- **Porter's five forces analysis**
- **Suggestions**

## **1. Overview of the company**

### **1.1 Brief history**

**During the past 20 years, Lenovo evolved from a small distributor of imported computers into China's leading computer and digital products firm. Lenovo's predecessor is New Technology Development, Inc.(NTD), which was established in a small concrete bungalow in Beijing by the Chinese Academic of Societies with \$ 25,000 initial capital in 1984.**

Founded

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**Lenovo is Born**  
1 November 1984

**1984**

With 11 computer scientists and just \$25,000 in seed money, Lenovo forerunner Legend Holdings is founded, setting up shop in a tiny Beijing bungalow.

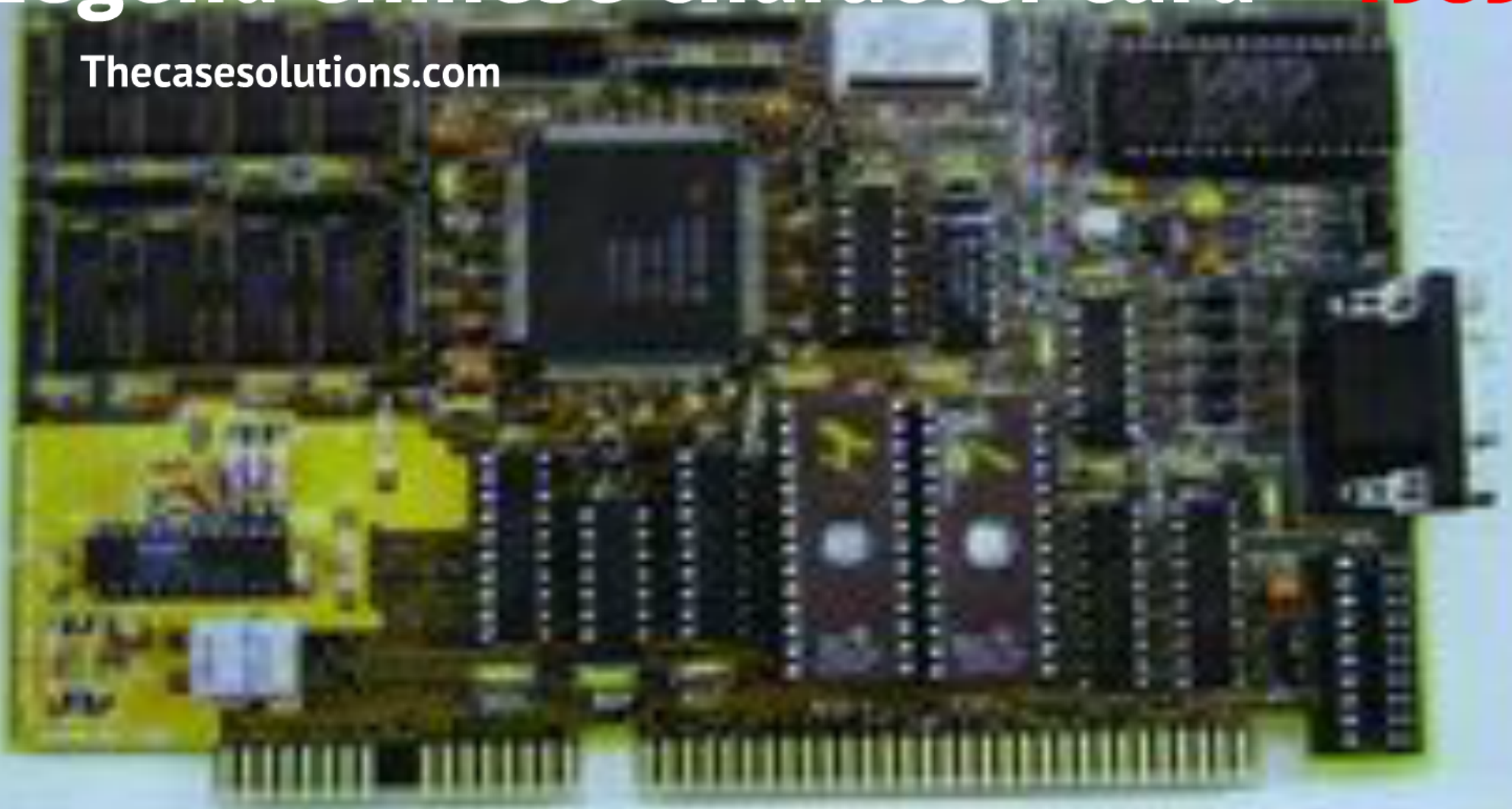


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# Legend Chinese-character card **1989**

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## 1 Million PCs Sold, 1st Retail Store Opens

1998

Two years after becoming the market share leader in China, Legend/Lenovo sells its 1 millionth PC. (#1 million now resides in an Intel Museum collection.) The company also opens the doors to its very first retail shop in Beijing.



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