







# TCL-Thomson Electronics (A): Li Dongsheng's Normandy

**Thecasesolutions.com**

uction

ge in a Joint Venture (This is  
nt venture)

oint venture

**utions.com**

Study- TCL-  
tion- A failed joint

**olutions.com**

## Question 1

The Thomson joint venture TCL has entered into several  
collaborative relationships.  
the consequences of TCL's joint venture and  
visions

# **Contents Page**

Introduction

**Thecasesolutions.com**

# **Introduction**

1. What is a Joint Venture?

2. Why a company will engage in a Joint Venture (This is also the pros + cons of a joint venture)

3. Preferred outcomes of a joint venture

**Thecasesolutions.com**

4. Small synopsis of the case Study- TCL- Thomson Electronics Corporation- A failed joint venture?

**Thecasesolutions.com**

# Question 1

Prior to the Thomson joint venture TCL has entered into several collaborative relationships.

Critically evaluate the consequences of TCL's joint venture and acquisitions

**Thecasesolutions.com**

**Question 1 continues...**

**Thecasesolutions.com**



## Conclusion

**Thecasesolutions.com**



**AMBITION:** TCL President Li Dongsheng says his firm cannot be successful in the future only relying on a regional market