

Tencent: Copying To Success

We Aim to Create Value to Our Users



Yonsei School of Business
Strategic Management
Group 7

Kim Jin Yeong, Han Song Ee
Hwang Cheul Jun, Son Hae rim
Kirsi Maria Irene Salonen
Yong Ho Youn, Yoon So Jung

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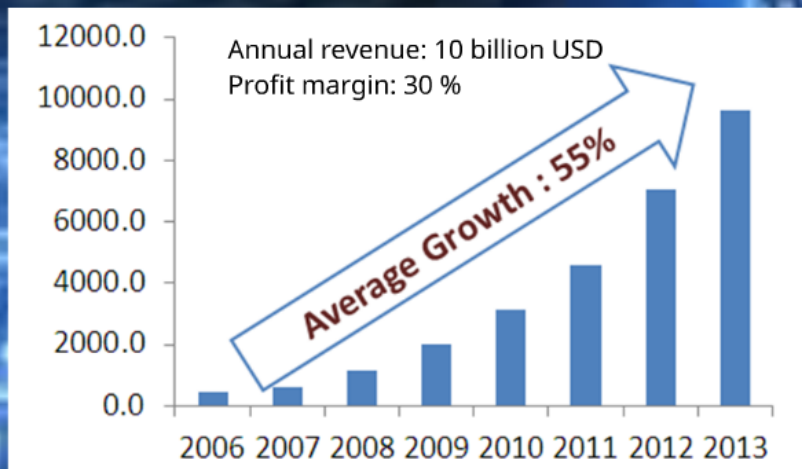


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- Network effect
- Cultural Sensitivity
- Low Switching Cost
- High level of fixed cost



1. Products

Product Portfolio

Product Category	Product Name	Product Description
Category 1	Product A	Product A Description
Category 1	Product B	Product B Description
Category 1	Product C	Product C Description
Category 1	Product D	Product D Description
Category 1	Product E	Product E Description
Category 1	Product F	Product F Description
Category 1	Product G	Product G Description
Category 1	Product H	Product H Description
Category 1	Product I	Product I Description
Category 1	Product J	Product J Description
Category 1	Product K	Product K Description
Category 1	Product L	Product L Description
Category 1	Product M	Product M Description
Category 1	Product N	Product N Description
Category 1	Product O	Product O Description
Category 1	Product P	Product P Description
Category 1	Product Q	Product Q Description
Category 1	Product R	Product R Description
Category 1	Product S	Product S Description
Category 1	Product T	Product T Description
Category 1	Product U	Product U Description
Category 1	Product V	Product V Description
Category 1	Product W	Product W Description
Category 1	Product X	Product X Description
Category 1	Product Y	Product Y Description
Category 1	Product Z	Product Z Description

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"To Copy is Not Evil" - Huateng Ma

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Product Portfolio

Internet Service	SNS Service	Online Game
QQIM M/S: 70% (2011) in Mobile IM Market Number of users: 845 million	<u>Pengyou</u> SNS with real name Number of users: 250 million	<u>QQgames</u> Main Revenue Source (56%) M/S: 50% Operating as 3 rd Party system
<u>Wechat</u> Mobile Version of QQIM	<u>Weibo</u> Micro Blog Number of users: 440 million	
Online AD Portal, Search Engine	Qzone SNS Number of users: 577 million	
E-Commerce Not profitable Yet		

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Internet service

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QQ - Instant Messenger
- 798.2 million users



Weixin(WeChat) - Group messaging
application
- 300 million users



SNS



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Weibo(2010)

- Microblogging service launched in 2010
- 440 million

Pengyou(2010)

- Real name social networking site

Qzone(2005)

- Ideas borrowed from Facebook, Blogger and Wordpress

朋友

Online Games

Market size

61.9 billion USD

VS

94.4 billion USD

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- Opening its gaming platform
- Forming licensing deals
- Direct investments in overseas gaming companies