

Pittinos Financial Advisors, LLC

lenovo BUILDING A GLOBAL BRAND

WE MAKE THE TOOLS.
YOU MAKE THEM
DO.



Thecasesolutions.com

Pittinos Financial Advisors, LLC

lenovo BUILDING A GLOBAL BRAND

WE MAKE THE TOOLS.
YOU MAKE THEM
DO.



Thecasesolutions.com

Thecasesolutions.com

lenovo®

FOR

THOSE

WHO DO.

Recommendation only
Lenovo Building a Better World
© 2014 Lenovo
All rights reserved.
Lenovo, the Lenovo logo, and
Building a Better World are trademarks of Lenovo.

G570

lenovo



Thecasesolutions.com

Lenovo: Building a Global Brand

Rui Wang 201205034

Lili Wu 201205039

Xinyu Zhang 201205032

Phan Nhân(Mike) 201305015

Thecasesolutions.com

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

Thecasesolutions.com



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.



Like · Comment

71 7

Legend Chinese-character card **1989**

Thecasesolutions.com



图片上传于 diybb.it168.com



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.



Thecasesolutions.com

Like · Comment

24 1