# Pittinos Financial Advisors, LLC



BUILDING A GLOBAL BRAND











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# Thecasesolutions.com 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

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#### 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.

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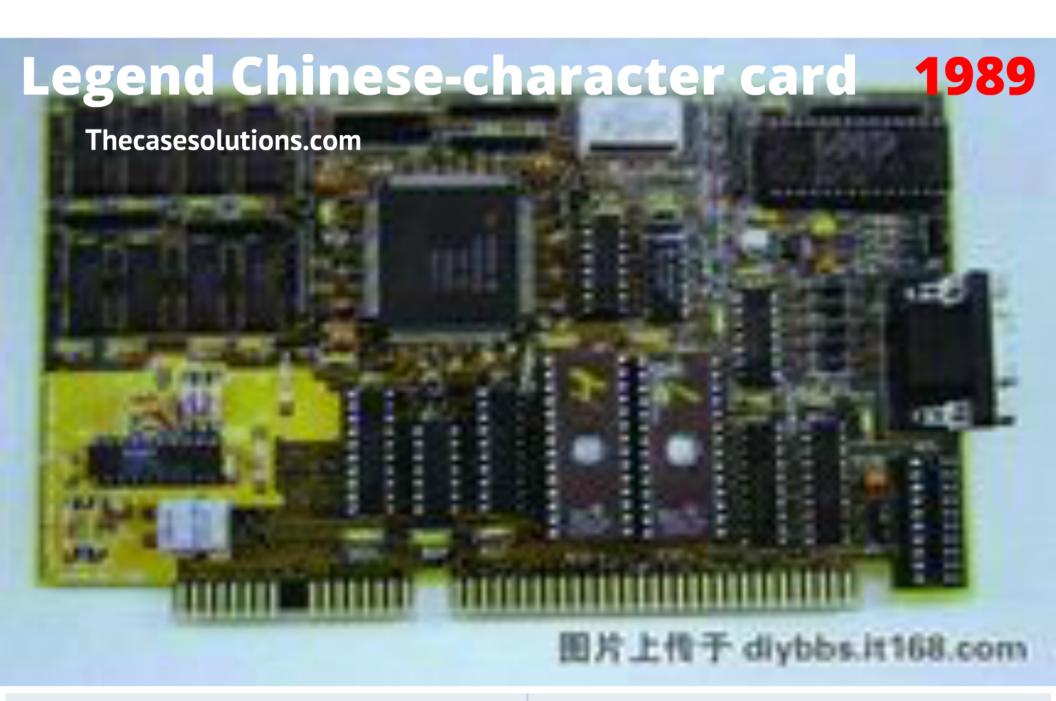


1984

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



Uke : Comment



## 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 Belging.

