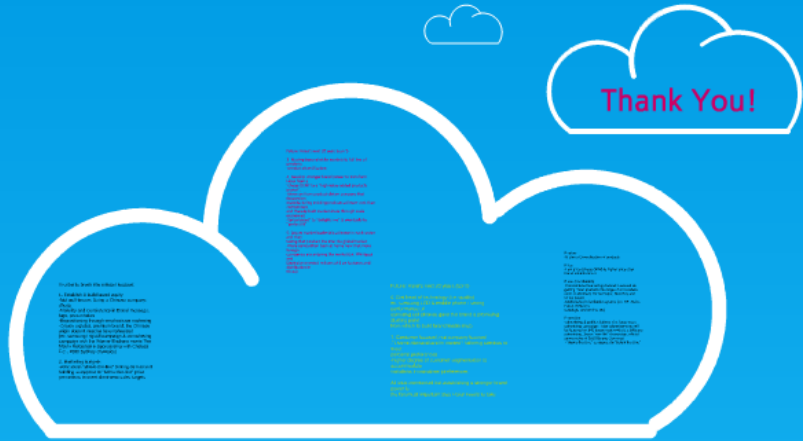
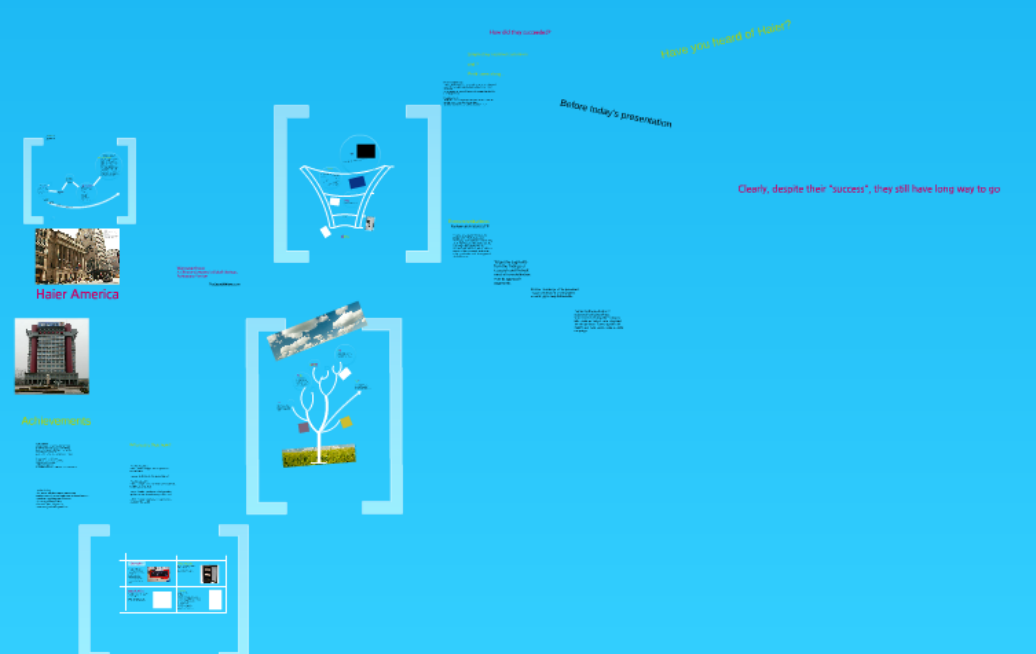


# Future: Haier's next 20 years



Haier's success in the past is a result of its focus on customer-centric innovation and digital transformation. However, the company is facing a number of challenges in the future, including a highly competitive market and a changing regulatory environment. This is a critical moment for Haier as it looks towards its next 20 years. How will the company navigate these challenges and emerge as a leading global brand in the future?



**Wanxiang Group:  
A Chinese Company's Global Strategy,  
Portuguese Version**

**TheCaseSolutions.com**

# Table of Contents

Introduction

History: Haier's first 20 years

Domestic Market: Haier in Chinese Market

Global Market: Haier in International Market

-Haier America

-Haier India

4 P's

SWOT

SWOT analysis Part.2

Achievements

Where are they now?

-Position in China

-Position in Global

Recommendations

Future: Haier's next 20 years

-Where are they heading?

-Things yet to be done

Conclusion

**TheCaseSolutions.com**

# Introduction

Haier group is a multinational company specializing in the production of home appliances and consumer electronics. It was founded in 1984 by Chairman and CEO Zhang RuiMin and has its headquarters in QingDao, ShanDong, China.

**[TheCaseSolutions.com](http://TheCaseSolutions.com)**

# TheCaseSolutions.com

## Haier's First 20 Years

- 1984, Zhang RuiMin took over a failing refrigerator factory in QingDao
- Entered into a technology licensing agreement with German refrigerator manufacturer Liebherr
- Imported freezer and air conditioner production lines from Denmark and Japan and also started Joint Ventures with Mitsubishi of Japan and Merloni of Italy to incorporate foreign technology and designs
- Took over both failing Qingdao Air Conditioner Factory and Qingdao General Freezer Factory and expanded products to including refrigerators, airconditioners, and freezers.
- 1992, Newly expanded company was renamed Haier Group
- Acquired 500 acres in Qingdao for a new industrial park which would hold the corporate headquarters and much of its factories.
- 1995, took over the failing Red Star washing machine company and, within 18 months, turned it into the top ranked washing machine manufacturer in China.
- 1997, Retail consumption grew 11.6% over the previous year which was the lowest increase since 1990. With this, Haier started to target the rural areas of China.
- 2000, add e-commerce company which served business and individual customers
- 2004 became the number one appliance company in China by beating out domestic rivals and defending its ground against other multinationals trying to break into China's market.

# TheCaseSolutions.com

## Domestic Market: Haier in Chinese Market

**Product:** High quality refrigerators, freezers, washing machines, air conditioners, televisions, computers, mobile phones, and many other electronic goods.

**Price:** Depending on the product but prices range anywhere from \$15 to \$2,000

**Place:** Haier products can be purchased either through the Haier mall online, Haier showrooms throughout China, or independent electronic stores.

**Promotion:** Magazines, tv commercials, and electronic billboards

A combination of high quality stylish products with competitive pricing and strong advertising has put Haier at the top of the white goods market in China.

## Global Market: Haier in International Market

Only by entering the international market can we know what our competition is doing, can we raise our competitive edge. Otherwise, we'll lose the China market to foreigners

Zhang Ruimin, 1996

All success relies on one thing in overseas markets -- creating a localized brand name. We have to make Americans feel that Haier is a localized U.S. brand instead of an imported Chinese brand.

Zhang Ruimin, 2003

**TheCaseSolutions.com**

**TheCaseSolutions.com**

# Global Expansion Strategies

**Branding Building**  
Focus on selling Haier-branded products  
vs. manufacturing for multinationals  
OEMs's ex. Kelon



# **TheCaseSolutions.com**

## **Focus on Difficult Markets First**

Concentrating on difficult markets in U.S and Europe first and then expanding to the developing markets in Southeast Asia.