

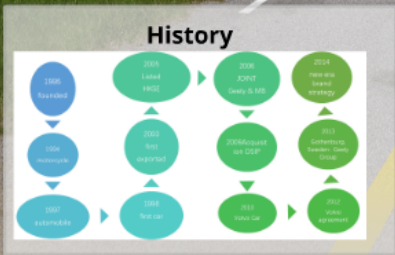
Zhejiang Corporation Of China Telecom
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Strategy

- Zhejiang's 2017 strategy is to become a global leader in the 5G era.
- However, the original strategy of expanding international markets with more car types is still ongoing. Daily sales in terms of bigger than digital car market with more car types kind of buyers.
- Zhejiang's management is focused on building a strong business growth and profitability as a priority.
- Zhejiang is probably going to be the market leader in car industry if it can maintain international growth and adapt well-changing market scenario.

Corporate Strategy

Corporate strategy is a high-level plan that defines the organization's long-term goals and the actions it needs to take to achieve them. It provides a framework for decision-making and resource allocation across the entire organization.

SWOT Analysis

SWOT Analysis is a strategic planning tool that identifies an organization's internal strengths and weaknesses, as well as external opportunities and threats.

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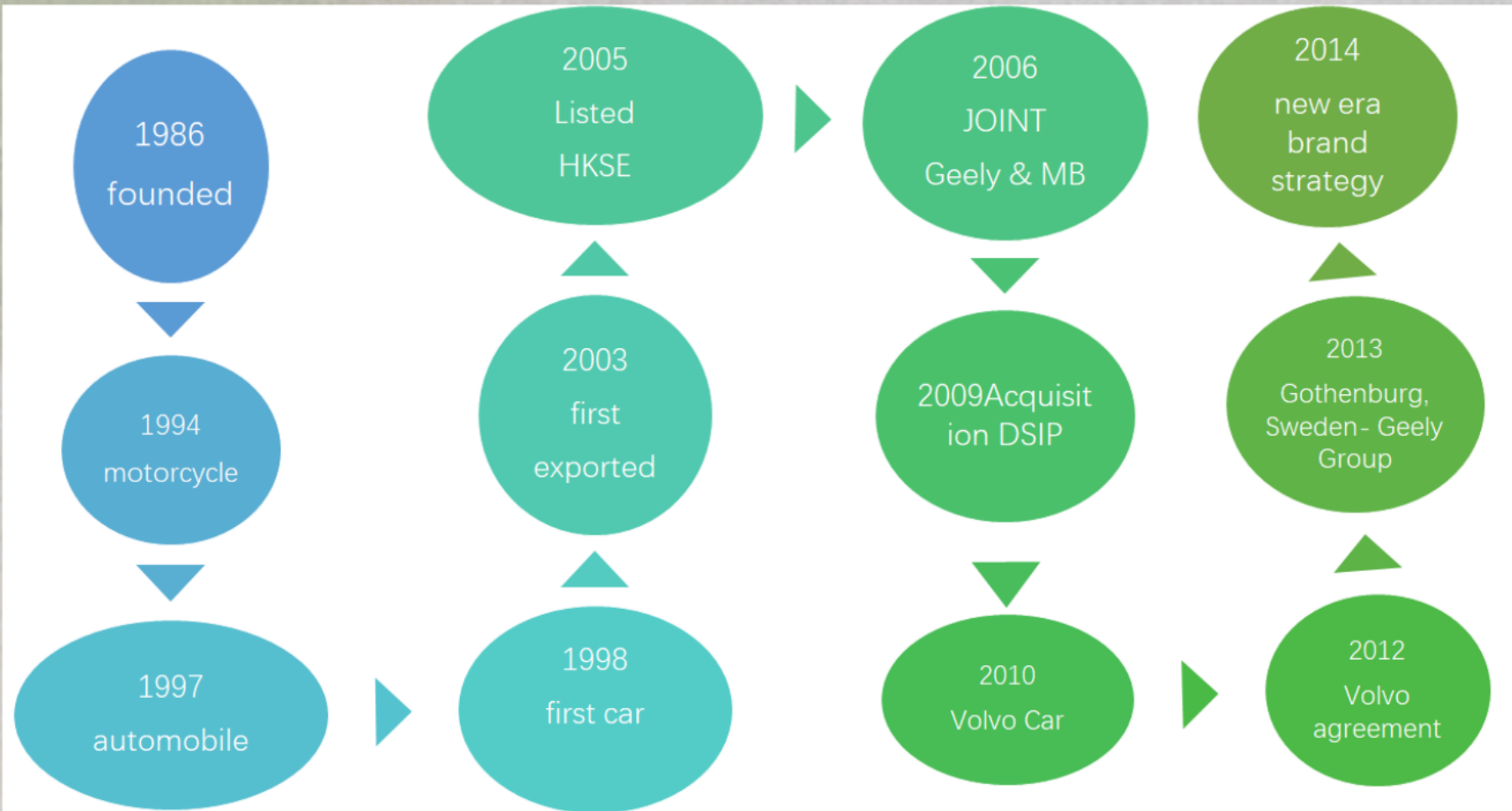
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BUY



History



Strategy

- Geely's 2017 strategy is long term because electric cars are the future.
- However, the implied strategy of expanding into new countries with more car types is appropriate. Geely wants to have the bigger share of global car market with cars for every kind of buyers.
- Geely's management is forward looking while keeping business growth and profitability a priority.
- Geely is probably going to be the market leader in car industry if it can maintain international growth and adapt with changing market scenario.

Corporate Strategy

Geely does have a strategy but it is not explicitly mentioned because Geely keeps changing its strategy statement every year.

In the latest strategy, Geely says it is moving towards “New Energy Vehicle Strategy” with “Blue Geely” initiative about electric cars. High technology and quality cars with low cost

Geely is diversifying with a portfolio of cheaper as well as high-end expensive cars, which is different from the strategic goals the company initially started with.

1997 – low end market in the automotive field

2001 – changed strategy from “making ordinary people affordable cars” to “make good cars that are the satisfied, most environmental-friendly and most efficient”

2013 - high technology and quality service

2017 - Blue Geely (electric cars)

The actual strategy fits the business environment as diversifying into different types of car sectors aligns with more profitability, growth and risk minimization

People

1. Mr. Li Shu Fu
the founder, the Executive Chairman of
the Board of Geely and its controlling
shareholder



2. Mr. Li Dong Hui
Executive Vice Chairman of the Board of
the Company
an executive vice president and Chief
Financial Officer (“CFO”) of the company



3. Mr. Yang Jian
an Executive Vice Chairman of the
Board of the company

