

R&D Globalisation

- Aim: to gain access to foreign markets
- Need for continuous innovation to differentiate companies products and services
- Lower cost
- Create a range of products to meet the needs of customers



Problem

GPE underestimated the complexity of restructuring and integrating the two newly acquired companies into existing business



Geographically distance



GPE's Strategic Acquisition
More profitable

Conclusion

GPE's Operational-level R&D Globalization Strategy

Manufacturing design - Huizhou

Electronics design - Shenzhen

High end acoustics - UK

Bridge between China and UK - Hongkong main office



Gold Peak Electronics

R&D Globalisation from East to West

Thecasesolution.com

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Background of company

Professional and home electronics products

Leveraging the established KEF and Celestion brands





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• Multinational Company (MNC) Acquisition between KEF audio and Celestion International.

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