

## Entering China - Which aspects should a transnational organization consider when entering the Chinese market



Filesize: 5.5 MB

### **Reviews**

*Very useful for all group of people. It is amongst the most incredible pdf i actually have read through. Its been written in an extremely straightforward way and it is just right after i finished reading through this pdf by which basically modified me, change the way i think.*  
*(Felicia Nikolaus)*

## ENTERING CHINA - WHICH ASPECTS SHOULD A TRANSNATIONAL ORGANIZATION CONSIDER WHEN ENTERING THE CHINESE MARKET

DOWNLOAD



GRIN Verlag Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 219x151x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2008 in the subject Economics - International Economic Relations, grade: 1.2, Fontys University of Applied Sciences Venlo, language: English, abstract: Globalization presents risk and opportunities today and in the future. Transnational Organizations (TNOs) were the beneficiaries of the globalization; they expanded their activities abroad, created an international mentality and adapted their strategies for substantial growths. Many domestic markets of TNOs are already saturated and through the process of expanding abroad TNOs have been looking for new markets with a high growth potential. Nowadays, China represents a promising target for nearly every TNO. However, many TNOs fail to enter the Chinese market successfully or are not able to capitalize their potential. The purpose of this report is to conclude why China is attractive for TNOs, what the specific risks and challenges are, when operating in the Chinese market and on which aspects a TNO should focus when entering China. In order to answer these questions, the present economic situation, including the influences by the economic crisis, is analysed to demonstrate the relevance of the Chinese market. The current situation of TNOs in China is explored to provide an understanding of the different strategies to cope with the various challenges and risks in China. As a result an outline of the key success factors and most relevant strategic decision will give advice for the implementation of an efficient strategy. Transnational organizations have to target the Chinese market in order to remain competitive in the process of globalization. Poor infrastructures, different cultural behavior, copyright violations, fierce competition or concerns on the legal systems are risks that TNOs have to face in China. Therefore, transnational organizations need to...



[Read Entering China - Which aspects should a transnational organization consider when entering the Chinese market Online](#)



[Download PDF Entering China - Which aspects should a transnational organization consider when entering the Chinese market](#)

## Related Kindle Books



### Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Read Book](#)

»



### Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

[Read Book](#)

»



### Adobe Indesign CS/Cs2 Breakthroughs

Peachpit Press, 2005. Softcover. Book Condition: Neu. Gebrauch - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Adobe InDesign is taking the publishing world by storm and...

[Read Book](#)

»



### The Java Tutorial (3rd Edition)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebrauch - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book...

[Read Book](#)

»



### EU Law Directions

Oxford University Press, United Kingdom, 2014. Paperback. Book Condition: New. 4th ed.. 242 x 188 mm. Language: English . Brand New Book. With a readable and modern writing style, EU Law Directions clearly explains the...

[Read Book](#)

»