Expansion of western based companies to China

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GRIN Verlag Gmbh Jun 2014, 2014. Taschenbuch. Book Condition: Neu. 211x151x18 mm. Neuware - Master's Thesis from the year 2013 in the subject Business economics - Business Management, Corporate Governance, grade: 1.3, University of applied sciences Frankfurt a. M., language: English, comment: Quote of the supervisor of this masterthesis in his evaluation report: 'As a result, the thesis has become a handbook for foreign companies and managers in China' , abstract: This thesis deals with the characteristics required of the leader of an international European company s outpost in China. It provides a synthesis of current theories, builds context based on supporting literature, and is complemented by a survey of the different experiences of local managers to identify contemporary issues. In the past, companies expanded operations to China first and foremost to profit from the cost advantage that China offered. Meanwhile, increasing consumer purchasing power and a developing preference for brand name and luxury goods make the Chinese market a dynamic one that offers international companies substantial potential. This market sales potential has become the main driver. Different forms of market entry are available for specific company strategies. The most common are the representative office, a joint venture, and the...

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