

LEGEND' – REDEFINING THE RULES OF MARKETING PCS IN CHINA



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Short Description

LEGEND' – REDEFINING THE RULES OF MARKETING PCS IN CHINA case study

Description

Study how a properly conceived and well executed marketing strategy

The case discusses the marketing strategy of Legend Group Limited, the industry leader in the personal computer (PC) market in China. The company's marketing mix and its vast distribution network in China are described in detail. The case also takes a look at Legend's partnerships with MNCs entering China since Legend learned the intricacies of the PC business from them. Finally, the case discusses the company's global expansion plans.

Issues:

Study how a properly conceived and well executed marketing strategy can help a small firm compete successfully against MNCs.

Details

1. Case study solved answers

2. pdf/word

3. Fully Solved with answers

