

Title: The Prospect of Enterprise Development From The Perspective of Enterprise Strategic Management; The Case of Tencent China

By: GAI XUANYE **Identification** 64BB987033

Degree: Master of Business Administration

Major: Management

ABSTRACT

Since the 1970s, strategic management has been playing an increasingly prominent role in enterprise management. Strategic management is to determine whether the future of the enterprise can continue to grow and maintain the long-term profitability of the reference. Through the strategic planning of the enterprise, and the implementation, control, adjustment, and modification in the way of Deming Circle, the overall resource allocation and career direction of the enterprise are constrained, to achieve the strategic goal and vision of the enterprise. In today's era of information transmission speed increases, the amount of information is more and more huge, rapid change has become the norm. How to deal with this change has become a major problem faced by enterprises. Strategic management is not only an important tool for enterprises to analyze the environment, understand the change, and respond to the market but also a management content that Chinese Internet enterprises should pay special attention to.

Technology brings Internet enterprises not only lower and lower costs but a full range of environmental changes. In this changing environment, Internet enterprises should better review their strategies. Because strategic management is an important tool to deal with the complex and changeable environment, it is the direction guide to finding market opportunities and customer needs in the changeable environment. Through choosing and formulating the enterprise strategy suitable for the enterprise and the market environment, the dynamic strategic management theory lays the foundation for the enterprise's growth and development, and on this basis explores how to obtain a sustainable competitive advantage in the network era. This study selects Tencent, an Internet company at the core of the new competition rules, as the research object to study the enterprise development strategy under the new rules.

Keywords: Tencent; Enterprise strategic management; Prospects for development