

**Title:** Impact of Marketing Innovation on Enterprise  
Competitiveness; The Case of Three Squirrels Company China

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## ABSTRACT

The objectives of this report are to offer the analysis and research of Gree Electric Appliances Company's business environment. This study chooses Gree Electric Appliances Company as a case study mainly because it plays a pivotal position in China's electrical appliance market today. It is also interesting to study how Gree's corporate strategy adapts to external changes to create value, and how its corporate strategy and governance structure risks affect the corporate value.

To obtain its objectives, this paper analyzes the external environment of Gree Electric Appliances Company using PEST analysis and competitive analysis using Porter's 5 forces. This paper also analyzes the internal environment of Gree Electric Appliances Company through product and brand, corporate culture and economic index and offers strategic analysis results. The analysis of external environment is to understand the opportunities and threats from the outside world in the development of Gree Electric Appliances brand, and the analysis of internal environment is to understand the advantages and disadvantages in the development of Gree Electric Appliances brand. The analysis results are obtained by analyzing the development

process and positioning the strategic objectives of each stage. Its advantages and disadvantages are integrated, which put forward some suggestions for the future strategic development of the company.

**Keywords:** Environmental Analysis, Gree Electric Appliances Company, China's electrical appliance market

