

Title: Research on Company Development Strategy; Huawei Case
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ABSTRACT

Enterprise development strategy is one of the types of enterprise strategy, is the strategy of the enterprise development, is the overall, long-term, basic problems in the development of the enterprise strategy. In today's increasingly fierce market competition, the development of enterprises has become a problem that more and more entrepreneurs think about. In today's era, more and more enterprises pour into the market and also verify that more and more enterprises are dying out, so how can enterprises achieve sustainable development? In today's increasingly close global economic integration, China's economy has also inevitably been significantly affected. Problems such as economic slowdown, limited industry development, and intensified enterprise competition are in front of the world. How to survive under this crisis, how to seek development in the competition, and how to find opportunities for enterprise development from the strategic perspective? Become in front of our every enterprise must think about the problem.

This paper takes Huawei company as an example, focuses on the analysis of its development environment and its strategy customization, outlines how Huawei develops the correct and effective development strategy on the road of development, points out the importance of the development strategy, and describes the differences between Huawei company and its competitors and the differences between the development strategy model. Finally, select and evaluate the development strategy formulated by Huawei!

Keywords: Huawei company, environmental analysis, development strategy

