

**Title:** Development Strategies of an Australian Company Branch in China; The Case of B's Company

**By:** CHEN LILI **Identification** 64AB986037

**Degree:** Master of Business Administration

**Major:** Business Administration

## ABSTRACT

With the rapid improvement of the core technology of high-speed rail, the spillover of the technology has also driven the development of the whole big industry such as urban rail transportation and general railway, and also let people all over the world feel the fast, safe, comfortable, punctual, environmental protection and low energy consumption of high-speed rail to bring the super value travel experience. Along with the worldwide economic development, the market is becoming increasingly global, people's demand for travel is also getting higher and higher. Therefore, modern high-speed rail transport construction is favoured by more and more countries. As a result rail transport vehicle-related enterprises for international development has also become an inevitable trend.

This paper is a strategic study of the international development of Company B in Australia. Firstly, the external conditions of Company B Australia and the current situation of its development are analysed, then the internal environment is analysed, and finally advantages and disadvantages of Company B Australia's development strategy are offered. The analysis is used to make a strategic match for the company,

to determine the development strategy of the company to develop the Australian market, to develop the company's overseas business with the help of external resources, and at the same time to carry out the project of a rail vehicle manufacturer to let the company in the Australian market. The peer enterprise competition are to take the differentiation strategy, to ensure that the company's product design as well as the cost of both aspects lower than the rival, so that the vehicle manufacturers are more willing to choose to cooperate with the company, and finally on the implementation of the strategy put forward a few guarantees.

The Australian development strategy implemented in this paper can effectively guide Company B Australia in its progressive international operations and development of foreign markets, while providing some reference value and lessons for other domestic companies in the rail vehicle manufacturing industry when planning their international development.

**keyword:** rail transport; Australian market; strategic management