

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
STATE EDUCATIONAL INSTITUTION  
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

Wu Yin

**RESEARCH ON THE DEVELOPMENT STRATEGY OF  
GEELY AUTOMOBILE GROUP**

Master's thesis

specialty 1-26 80 04 "Management"  
(profile "Financial Management")

Supervisor:  
Alina Alehina

Admitted to Master's thesis defense on  
"\_\_\_" \_\_\_\_\_ 2021

Head of Chair  
of Innovative Management  
Ph.D., Associate professor  
\_\_\_\_\_ Alena A. Poddubskaya

Minsk, 202

## GENERAL CHARACTERISTICS OF THE WORK

Master thesis on the topic: RESEARCH ON THE DEVELOPMENT STRATEGY OF GEELY AUTOMOBILE GROUP: 70 p, 16 figures, 8 tables, 40 sources, 1 appendices.

**Keywords:** AUTOMOTIVE, BRAND, INTERNATIONALIZATION, STRATEGY.

**The object of the research:** GEELY AUTOMOBILE GROUP

**The subject of the research:** To study the internationalization of China's own brand GEELY; Analyze the strategy of enterprise development with its specific status and propose directional choices and strategy reference.

**Research methods:** The Literature research method & Research project analysis method.

**The main goal of the research:** Firstly, the author will collate and update previous studies and summarise valid information; Secondly, through a comprehensive analysis of GEELY, the author will present the company's situation and discuss its internationalisation strategy and its effectiveness; Then, through the use of strategic management tools, the author will analyse all aspects and propose concrete and feasible measures and recommendations; Finally, The author will give advice on effective strategies to optimize GEELY's development operations.