

Chen Xi

School of Business of BSU, Minsk, Belarus, Cxi480197@gmail.com

ANALYSIS OF HUAWEI'S GLOBAL MARKETING STRATEGY

This document offers a comprehensive analysis of Huawei's global marketing strategy, highlighting its journey to becoming a leading global communications technology company. It delves into Huawei's development history, competitive advantages, and global standing. The analysis covers the challenges and opportunities Huawei faces in the global market, influenced by macroeconomic, industry competition, and geopolitical factors. It details Huawei's marketing strategies, including brand positioning, product portfolio, pricing, channel management, distribution, promotion, advertising, and digital marketing. The document also examines Huawei's regional marketing practices in Asia Pacific, Europe, North America, and Africa, identifying tailored strategies for each. Lastly, it explores future development trends for Huawei, suggesting approaches for tackling market opportunities, enhancing globalization, and fostering innovation and sustainable growth. This summary aims to provide insights into Huawei's marketing effectiveness and strategic direction in the global arena.

Keywords: globalization, marketing, challenge, opportunity, cooperate, cell phone

Чэнь Си

Институт бизнеса БГУ, Минск, Беларусь, Cxi480197@gmail.com

АНАЛИЗ ГЛОБАЛЬНОЙ МАРКЕТИНГОВОЙ СТРАТЕГИИ HUAWEI

В статье представлен анализ глобальной маркетинговой стратегии Huawei, освещающий ее путь к превращению в ведущую глобальную компанию в области коммуникационных технологий. В статье исследованы история развития Huawei, ее конкурентные преимущества и глобальное положение. Анализ охватывает проблемы и возможности, с которыми Huawei сталкивается на мировом рынке под влиянием макроэкономических, отраслевой конкуренции и геополитических факторов. В нем подробно описаны маркетинговые стратегии Huawei, включая позиционирование бренда, портфель продуктов, ценообразование, управление каналами, распространение, продвижение, рекламу и цифровой маркетинг. В документе также рассматриваются региональные маркетинговые практики Huawei в Азиатско-Тихоокеанском регионе, Европе, Северной Америке и Африке, определяя индивидуальные стратегии для каждого из них. Наконец, в нем исследуются будущие тенденции развития Huawei, предлагаются подходы к использованию рыночных возможностей, усилению глобализации и содействию инновациям и устойчивому росту. Целью данного обзора является предоставление информации об эффективности маркетинга и стратегическом направлении Huawei на глобальной арене.

Ключевые слова: глобализация, маркетинг, вызов, возможность, сотрудничество, мобильный телефон

With the rapid development of global economic integration and information technology, competition in the international market is becoming increasingly fierce. Against this backdrop, companies need to formulate and implement effective global marketing strategies to gain a competitive advantage in the global market and achieve sustainable development. As a leading Chinese communications technology company, Huawei is one of the success stories in the global market. Huawei has achieved outstanding achievements through its superior technical strength, innovative capabilities and global business model.

There are several main reasons for choosing Huawei as a research subject:

First of all, as a world-famous communications technology company, Huawei has rich and diversified global marketing strategies and strong market competitiveness. Huawei operates in many business areas around the world, including communications equipment, consumer businesses and enterprise solutions. Therefore, studying Huawei's global marketing strategies can provide greater insight into industry best practices and success factors.

Secondly, Huawei's development path and model in the global market is also unique. Through continuous innovation and globalization strategies, Huawei has successfully entered markets around the world, in stark contrast to traditional multinational companies. Studying Huawei's global marketing strategy can help us gain a deeper understanding of how Chinese companies enter the global market, as well as the strategies and measures they take.

The purpose of this study is to systematically analyze Huawei's global marketing strategy, as well as forecast and evaluate its future development trends. An in-depth study of Huawei's global marketing strategy can help us understand how Huawei responds to global market challenges and the key factors for its success.

Moreover, this study also has important implications for scholars and practitioners. Academically, studying Huawei's global marketing strategy can enrich and improve the theoretical framework in the field of global marketing, as well as provide references to the globalization strategies of other companies. For practitioners, this study can provide practical suggestions and lessons learned from Huawei's global marketing strategy, helping other companies develop effective marketing strategies and improve competitiveness in the global market.

Huawei was founded in 1987 as a small switching equipment company. Driven by growing market demand and promoting technological innovation, Huawei has gradually emerged as a leading global communications technology solutions provider. Over the past few decades, Huawei has made leaps and bounds in development. In the early 1990s, Huawei began to expand into the international market and opened research and development centers and offices in many countries. With the rapid development of China's telecommunications market, Huawei continues to increase investments in the domestic market and is actively implementing large-scale telecommunications network construction projects. In the early 2000s, Huawei further strengthened its research, development and innovation capabilities and began to advance its globalization strategy. Huawei quickly entered foreign markets and became one of the world's largest suppliers of telecommunications equipment. At the same time, Huawei is gradually expanding its business into consumer business, enterprise solutions, cloud computing and other areas [1].

Huawei's business scope is very broad and covers many areas such as telecommunications equipment, consumer business and enterprise solutions. In the field of telecommunications equipment, Huawei provides a full range of solutions, including mobile communications, fixed communications, data communications, transmission networks and wireless networks. Huawei's consumer business includes smartphones, tablets, wearables and smart home products. In addition, Huawei also provides enterprise solutions based on cloud computing and artificial intelligence, including cloud services, Internet of Things and big data analytics.

Huawei has achieved an important position in the market through continuous investment in innovation and research and development. Today, Huawei has become a leading global supplier of communications equipment and has an extensive business presence around the world. Huawei products and solutions are widely used in more than 170 countries and regions around the world, and the company has established strategic partnerships with many operators, enterprises and consumers.

Huawei's global marketing strategy also needs to incorporate the legal systems and compliance requirements of different countries and regions. Legal factors such as compliance requirements and intellectual property protection have an important impact on the development, marketing and sales of Huawei products. Therefore, Huawei needs to fully understand the laws and regulations of various countries and ensure compliance with local laws and regulations.

Cultural differences are also a key factor in Huawei's global marketing strategy. Depending on the cultural environment, there are differences in consumer needs and preferences, so Huawei needs to fully consider cultural factors in its global marketing strategy and implement customized strategies for product positioning, advertising and promotion, and market pricing [1].

Huawei needs to comprehensively consider factors in the global marketing environment, such as the macroeconomic environment, industry competition, and political, legal and cultural factors, to formulate and adjust its global marketing strategy to ensure continued growth and competitive advantage in the global market.

Brand positioning and market positioning. Huawei adheres to its customer-centric brand positioning. The company is committed to providing high quality, innovative and reliable communications technology products and solutions to meet the needs of customers around the world. Huawei's brand positioning emphasizes technological leadership and superior quality, creating authority and reputation in the industry. Huawei adopts differentiation and specialization strategies. The company tailors products and solutions based on the needs and characteristics of specific markets to meet the needs of customers in different regions. Huawei has clearly positioned itself in various markets, not only catering to the needs of the mass market, but also having certain competitive advantages in the high-end market.

Product range and pricing strategy: Huawei's product portfolio strategy covers many areas such as communications equipment, consumer business and enterprise solutions. The company provides a comprehensive line of communications equipment products, including mobile communications, fixed line communications, data communications, transmission networks and wireless networks. Huawei's consumer business includes smartphones, tablets, wearables and smart home products.

In terms of pricing strategy, Huawei has adopted a competition-oriented pricing strategy. The company sets its prices in the global market based on competitors' prices, taking into account the quality and performance of its products. Huawei has attracted a large number of consumers by offering products with good value for money and providing high-quality solutions for the high-end market.

Channel management and distribution strategy. Huawei has established an extensive sales channel and partner network around the world to ensure that products can quickly reach target markets. The company establishes cooperative relationships with operators, distributors, agents and retailers to jointly promote and sell products.

Huawei focuses on channel management strategies rather than just product sales. The company works closely with channel partners to jointly provide marketing, training and technical support to improve product market penetration and customer satisfaction.

Promotion and advertising strategy. Huawei uses various advertising strategies to increase brand awareness and attract target customers. The company participates in various industry exhibitions and conferences, conducts promotional events, and also actively conducts public relations activities to enhance its image and brand awareness.

In terms of advertising strategy, Huawei uses various media platforms including television, radio, newspapers, magazines and the Internet to deliver information to target customers through brand advertising, product promotion and marketing activities. For different markets and regions,

Huawei develops customized advertising strategies based on local culture, market characteristics and consumer habits.

Digital Marketing and Social Media Strategy. Huawei makes full use of digital channels such as digital marketing and social media to promote its brand and products. The company interacts and communicates with target customers by creating its own official website and social media accounts such as WeChat, Weibo, YouTube and Facebook.

Huawei uses data analytics and market research tools to understand consumer needs and behavior to better tailor marketing strategies and promotional activities. Through digital marketing and social media strategies, Huawei can increase brand awareness, attract target customers and build strong relationships with them.

Huawei Marketing Practices in Different Regions: Huawei has implemented targeted marketing strategies in different regions to adapt to the needs and characteristics of the local market. In regions such as Asia-Pacific, Europe, North America and Africa, Huawei adjusts its market positioning and promotion strategies based on local culture, level of economic development, competitive environment and other factors [1].

Huawei has established close cooperative relationships with local partners to conduct localized marketing and sales activities. Understanding the needs and habits of local consumers, Huawei produces products and solutions that meet local needs, taking into account the market characteristics of different regions, to meet customer needs and enhance market competitiveness.

The U.S. governments cybersecurity accusations from 2018 alleged that the government of the Peoples Republic of China could conduct surveillance through Huawei's infrastructure equipment. Especially as China actively promotes the development of 5G wireless networks, the United States has been calling for preventing Huawei or Chinese telecom company ZTE from using parts from the United States or its allies [1], which has become a closely watched development in the Sino-US trade war.

The United States implemented export control measures in May 2020 and further tightened them in August of the same year, cutting off the supply of semiconductors that use all American technology to Huawei [2]. However, before the sanctions were officially implemented, Huawei had accumulated a large number of chips, which may be enough for its infrastructure business for two years [2]. Starting in October 2020, the media reported that Huawei began to invest in China's domestic semiconductor industry and began to study the establishment of a chip factory in Haicheng that does not use US technology to ensure sustainable business development under US sanctions [2]. According to reports, Huawei's partner is the Shanghai state-owned Huahong Group, which may use equipment from multiple Chinese suppliers, such as AMEC and Naura [2].

As a result of the analysis and research of Huawei's global marketing strategy, the following main conclusions were drawn.

Huawei has achieved greater success in brand positioning and in the market. The company is customer-oriented, focuses on technology leadership and superior quality, takes a differentiated and professional positioning in various markets, and effectively meets the needs of customers around the world.

Huawei's product portfolio and pricing strategy complement each other. The company provides comprehensive product lines in communications equipment, consumer business and enterprise solutions, and employs competitive pricing strategies to meet the needs of various markets.

Sales channel management and distribution strategy are among the keys to Huawei's success. The company has established an extensive sales channel and partner network, and works closely with channel partners to jointly conduct marketing and sales to improve product market penetration and customer satisfaction.

Huawei's promotion and advertising strategies focus on diversification and individualization. The company increases brand awareness and popularity by participating in industry exhibitions, conducting promotions and advertising campaigns, and developing customized advertising strategies for different markets and regions.

Digital marketing and social media strategies present huge opportunities for Huawei. By creating its own official website and social media accounts, as well as using data analytics and market research tools, the company increases brand awareness, attracts target customers and builds strong relationships with them.

Customer Focus. Huawei focuses on customer satisfaction and wins their trust and support through technology leadership and superior quality.

Differentiated positioning. Huawei maintains differentiated and professional positioning in different markets and provides personalized products and solutions to different customer groups.

Close cooperation. Huawei has established close cooperative relationships with channel partners to jointly conduct marketing and sales activities to improve product market penetration and enhance user experience.

Diversified Promotion and Advertising Strategies. Huawei uses various promotion and advertising methods to increase brand awareness and popularity, and increase market share.

Regional differences. Due to differences in culture, market characteristics and consumer habits in different regions, Huawei faces certain challenges in the global market and needs to adjust its strategy more thoroughly.

Digital Marketing and Social Media. Although Huawei has made some progress in digital marketing and social media, there is still room to further increase brand awareness and attract target customers.

Strengthening regional adaptation. Further study the characteristics and consumption trends of the global market and carefully adjust marketing strategies and product positioning according to the needs and cultural differences of different regions.

Digital Transformation. Further increase investment in digital marketing and social media to increase brand awareness and influence in the digital sphere.

Innovation and R&D. Continue to increase investment in technological innovation and R&D, launch more competitive products and solutions, and meet changing market needs.

Partnership. Continue to strengthen cooperative relationships with partners, jointly promote market expansion and product innovation, and enhance overall competitiveness.

Brand creation. Further strengthen Huawei's brand image in the global market and enhance brand awareness and reputation by providing high-quality products and customer-friendly services.

To summarize, Huawei has made some progress in its global marketing strategy, but there is still room for improvement and development. By continuing to focus on market demand, strengthening partnerships, increasing digital transformation and continuous innovation, Huawei is expected to continue achieving strong global market growth in the future.

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