

# **2007-2008 Annual Report on Business Strategies & Investments Development of Multinational Internet Enterprises in China**

## **Report Information**

Author: Enterprise Strategy Consulting Center, CCID Consulting

Price: USD2,000 for hardcopy version and USD2,400 for digital version

Research Field: Portal website, E-commerce, IM, games and animation

Enterprises Involved: Google, Yahoo, ebay, MSN, Myspace, and others

## **Report Highlights**

In recent years, China's Internet market has received great favors from multinational Internet enterprises. China's Internet market has shown a momentum of continuous rapid growth. Out of their globalization strategic considerations, multinational Internet enterprises have successively set up R&D and sales departments in China. Meanwhile,, multinational Internet enterprises' M&A tide has also swept across China's Internet market. Internet enterprises represented by Google have continued to let their presence be felt in the Chinese market. Great undercurrents are in the making in China's Internet market. From portal website to E-commerce, and from IM to games and animation, an unprecedented tide of change is in the making.

Multinational Internet enterprises also face unprecedented challenges in their operations in China. Carrying localized operations has become an irreversible tide. But affected by cultural differences and their global strategic plan, multinational companies' localized operations in China have not been plain-sailing.

In 2007, multinational Internet enterprises implemented a series of operational strategies in

the Chinese market, sounding an alarm bell for China's Internet market and Internet enterprises which pursue only quick returns.

The 2007-2008 Annual Report on Business Strategies & Investments of Multinational Internet Enterprises in China released by CCID Consulting accurately grasps multinational Internet enterprises' operational strategies in China and can assist home and foreign Internet enterprises to see through future changes in the market. It will help enterprises and investors to more accurately grasp the pulse of multinational Internet enterprises' competition strategies in China, and bring new ideas to more multinational and home Internet enterprises:

- 📖 Accurate market description data, describe annual market changes from the perspectives of market size, competition pattern and brand structure, and see through the industry development trend.
- 📖 Outline multinational Internet enterprises' competition performance in China in 2007, sum up their competition strategies in China from such diverse dimensions as R&D strategies, R&D directions, R&D inputs, R&D layout, brand strategies, product strategies, channel strategies, pricing strategies, services strategies, employee management, employee incentives, employee training and development, and assess their secrets for market leadership.
- 📖 Conduct in-depth analysis of leading multinational Internet enterprises' major strategic measures such as their R&D positioning, services positioning, product positioning and HRM strategies, and compare and evaluate their competition strategies from the three major dimensions of R&D, marketing and human resources.
- 📖 In combination with the research conclusions about multinational Internet enterprises' competition strategies in China, provide strategic decision support to users who use this report.

## **Report Framework**

### **Table of Contents**

#### **Main Conclusions**

#### **Key Findings**

##### **I. Current Status and Trend of the Internet Industry**

(I) Overview of the Global Internet Industry & Market in 2007

(II) Overview of China's Internet Industry in 2007

(III) Trend of China's Internet Industry

##### **II. Status of Multinational Internet Enterprises' Investments and Operations in China**

(I) Status of Investment

1. Scale of investment

2. Characteristics of investment

(II) Status of Operations

##### **III. Multinational Internet Enterprises' R&D Competition Strategies in China**

(I) R&D Strategies

(II) R&D Directions

(III) R&D Inputs

(IV) Strategies Layout

##### **IV. Multinational Internet Enterprises' Marketing Strategies in China**

(I) Brand Strategies

(II) Product Strategies

(III) Channel Strategies

(IV) Price Strategies

(V) Services Strategies

##### **V. Multinational Internet Enterprises' Human Resources Strategies in China**

(I) Employee Management Strategies

1. Management strategies for different types of personnel

2. Localized management

3. Talent introduction and exit

(II) Employee Incentive Strategies

1. Pay and benefits

2. Assessment and incentives

(III) Employee Training and Development Strategies

##### **VI. Comparative Analysis of Main Multinational Internet Enterprises' Strategies in China**

(I) Comparative Analysis

1. Analysis indicators

2. Analysis & review

(II) Assessment of Enterprises

##### **VII. Recommendations from CCID Consulting**

**List of Tables**

- Structure of the Global Internet Market in 2007
- Comparative Analysis of Leading Multinational Internet Enterprises Operation Strategies in China

...

**List of Figures**

- Trading Volume and its Growth in the Global Internet Market, 2002-2007
- Size of China's Internet Market, 2002-2007
- Forecast for Size of China's Internet Market, 2008-2012

...