



Global Marketing - Market Entry of 'Dr. Ing. Hc. F. Porsche AG' in China

Karsten Klauenberg

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Scholarly Research Paper from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 70, University of the West of England, Bristol, language: English, abstract: This assignment describes, analyses and evaluates Porsche 's strategy to enter the Chinese market for exclusive sport cars. On the basis of the literature review the assignment focuses on the general decision to enter the mainland's market and furthermore it particularly evaluates the chosen mode of market entry from cultural, automobile-specific, branding and promotional perspectives.

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