



Evaluation of Joint Ventures as a Mode of Entry into the Chinese Market

By Anonym

GRIN Verlag Jun 2016, 2016. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2015 in the subject Business economics - Business Management, Corporate Governance, grade: 2,3, University of Applied Sciences Essen, language: English, abstract: This term paper will first of all give an overview of existing foreign market entry modes. Secondly there will be a description of joint ventures in general by analyzing typical motives and risks for using a specific mode of entry to internationalize. At the end of the second part, the situation on the Chinese market is discussed to introduce the reader to the concrete business case of Volkswagen and SAIC Motors, which will be discussed in the third part. Finally, this paper will provide an evaluation of the success of this joint venture on the Chinese market. Globalization, in recent times, has generated a lot of interest in the business world. More companies are now seeking to escape their comfort zones (home markets) and enter into international markets to expand their businesses. Internationalization has seen several factors as its driving force. More countries have opened their markets to foreign entrants through...



READ ONLINE
[5.93 MB]

Reviews

It is in a single of my personal favorite ebook. Better than never, though I am quite late in starting reading this one. I am effortlessly going to get a satisfaction of reading a published ebook.

-- **Ms. Lavada Krajcik**

Comprehensive guideline for book lovers. It can be filled with knowledge and wisdom I realized this publication from my dad and I suggested this pdf to find out.

-- **Ted Schumm**