

Tecno

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Abstract

This paper explores the Chinese smartphone company TECNO mobile (TECNO) and their rapid growth strategies in the world. Tecno Company is Multinational Corporation that explores various opportunities to attain maximum sales and profits. This discussion explores the market entry in the world for maintaining Multinational Corporation entering a foreign market in more than 48 countries around the globe. TECNO struggles to the maximum slogan "Think globally, act locally" That help in attaining great success in delivering superior products. Techno Company target different departmental heads of techno products outlet that comprise human resources, procurements, and Information Communication Technology, Research, Marketing and Development. The research paper consists of qualitative nature that includes the use of content analysis that is used to explore primary and secondary data. Despite TECNO Company having rapid growth, it has experienced some challenges that include protecting the original products from fake's products, illegal competition and a slow economy in developing countries. The discussion recommends the use of differentiated products to increase entry strategies in obtaining loyalty from customers all over the world.

Introductions

Background of the study

Global products experience global competition that involves the local Company in industries that supply products across different cultural boundaries in the world (Bruijn, 2019). Multinational Corporation includes chances to attain rapid growth and Development that increase the profit of the Firm. Techno Company is among the big Company in china that supplies its product to the world. Even though techno been a big company, it faces some difficulties in the individual market as a result of increased growth and development and emerging international dynamics. Another challenge that faces the Company when entering new markets of developing economies that usually have slow growth hence experiencing high risk and unpredictable demand of the same product in the market (Mungwini, 2018).

Mungwini (2018) suggested that most local industry usually retain the domestic market in case they are big enough to attain their aims and objectives. TECNO entered the international product in 2007, and since then, it has experienced rapid growth in the world by delivering high quality and innovative mobile products in the world at an affordable price to the customers. TECNO products include tablets, smartphones and features phones that lead to great popularity in many countries (Bruijn, 2019). As a result of techno products in the international markets, a lot of research has been done to discuss the reason why they emerge, the effect they have on cultural, political and different industries and finally their strategic procedures.

The company strategy

In any company, strategy refers to an action plan that is introduced by the firm management that usually provides direction on how business is run and controlled. A company strategy involves a

balances decision and methods that comprise both internal and external environment (Mungwini, 2018). Techno company strategies include a comprehensive program that direct how the Company will achieve its vision, mission and objectives that help to retain competitive advantages in the market

TECNO Company performances are usually evaluated by both internal and external environment that helps in producing the best strategies that lead to its success (Bruijn, 2019). In international competition, companies must intrude a competitive strategy that helps in dealing with their rivals in the market; thus, it enjoys good performances. In the modern world, a new company product considers differentiation to be the best innovative strategies in global markets. TECNO Company strategies are usually generated at the highest level of management and other junior levels of operation in different branches in the world. Decision making in the Company is based on the internationalism process by the domestic Company, which is considered as risky and thus, it requires essential analysis. International business and ever dynamics requires the attention of the customers hence reshaping the face of operating business in the global platform.

[Sustainable performances of the Firm](#)

In international business foreign business history, both survival and performances of the Company are affected using the entry in the markets. Sustainable growth involves more competitive strategy than the retention of company assets in the international environment that is wide open to expansion. TECNO Company includes traditional elements that help to obtain success in different places in the world that consist of efficient and effective cost control method, inventory control, and the ownership of the tangible assets are among the component that increases the performance of the Company.

In measuring the performance of TECNO Company, three primary indicators have been suggested in predicting the future returns of the Company. The first indicators of the Company observe the revenue, profitability and the product quality of the TECNO Company. The second indicators usually measure the social performances that are generally a success with regards to the customer interest, human resource, stakeholders and the culture of the business environment. The last indicator is the environmental component that regulates the safety of the situation, thus monitoring environmental pollution such as gas emission and the elimination of the waste product. The entry means there is a great opportunity that increases sustainable Development for the TECNO Company.

Foreign Entry strategies for international companies (TECNO Company)

TECNO Company possesses international business activities in many countries, but it owns all the activities. In the study of the globalization, TECNO Company has been to increase its sales since 2008 across the world as the result of improvement in technological chances has increased (Mungwini, 2018).

TECNO company ventured many countries across the world associated with adapting challenges that help to create superior business strategies for balances competitive advantages. TECNO Company in china has various branches that help in venturing in the new market internationally. The Company also experiences some in a foreign country such as the barrier of entry. However, the country also has various strategies to cope with the difficulties such as exporting procedure that involves marketing of the product by the leading Company to the other countries. TECNO Company usually prefers indirect delivering of the product in a new strategy in the business. The

Firm also progresses into direct and indirect investment as a strategy to deal with challenges in the new market.

TECNO Company employs other strategies that help to deal with global competition such as joint venture, mergers, wholly-owned, acquisition and management contracts. When the Company enters the market, sustainable performances must be maintained by various innovation capability of the administration. Competition has recently increased in the international level where another Company produces a similar product so the Company must be innovative enough and invest a lot of resources to increase the supply of the Tecno product in the market. Entry strategy is one of the best policy that deals with the international economy (Qumer, and Singh, 2019).

TECNO Corporation

Tecno Company is a multinational Company manufacturing mobile phones, and it is the leading supplier in the world. The Company was firstly named as Tecno Telecom Limited with the first research done at Shanghai China. The Company has managed to have various branches across the world. The recent study shows that the largest branches workforce of around 140,000 workers and 50% are involved in the research and development of the Company.

Due to technological improvement, Tecno has achieved high balanced performance by its transformation. The Company has emerged from overgrowing as it is the first one to supply dual SIM under the "think globally, act locally" international concept. Technological advancement has increased the research centres up to more than 20 like another country such as the USA, Germany and India (Qumer, and Singh, 2019).

Tecno Company is among the three top-selling mobile phones in the world because of manufacturing innovative and attractive brands. Tecno Company has managed to penetrate more than 48 countries in mobile selling products despite having a similar product in the market such as Apple, Samsung and Huawei. Tecno company have recently concentrated its effort to increase the sales in African countries. Tecno mobile users have praised Tecno mobiles phones for emerging high technology at affordable prices to the customers. The headquarter of the products over the decades remains to be Hong Kong China, but the products are distributed across different countries. The other company that produces mobile phones consider Tecno mobile as a threat to the market.

RESEARCH PROBLEM

When Tecno Company is planning to enter the new market, it must seek to improve on customer relation. Increasing customer relation increase sales economic of scale, thus increasing global profit and counter global competition in the market.

The Company must invest a lot in the resource for the expansion of the Firm. The entry strategy research does not indicate the proper entry constructs that enable international Company to succeed in the long run. When looking for recent research in global economic many scholars have studied factors affect market entry while a few scholars address the proper entry method for sustainable performance of the Company. Various entry method does not provide a clear indication of the achievements of the Firm. Recent research indicates that most of the Company have rapidly grown to meet the global needs of the customers.

Entry performance and strategy of Tecno Company

Over five decade ago, the relationship between the performance of Tecno Company and globalization gained popularity in global business, most of which focus on the effect of globalization on the performance of the Company.

The research study shows that entry strategy to the market indicates company knowledge of international economics in aspect to the maintained sustainable performance of the business. This suggests that inadequate skills constituents may form globalization of the Company (Adejumo, 2019). The top Chinese Firm has done recent research in international business, more specifically, the factors that hinder the globalization of the Chinese Tecno Company.

The strategic measure of the Tecno Company sustainable performance is the leading indicator of an international company that measure success. In the global economics ¹market entry strategy is a critical topic in the business research Adejumo, (2019). It explains entry strategy as a company business level that usually introduces its skills, products, valuable resources and technology in other countries. Tecno Company uses some theories on international economics that helps to improve the market strategy in entering the new market in foreign countries.

Factors that affect foreign market Entry strategy

Tecno Company usually operates at the international level; thus, it experiences some factors that hinder its development activities. The Firm faces opportunities and difficulties while entering new markets. The first challenges are the government policy of that country that may prevent it from entering the market. The government may put barriers such as high taxes that discourage other Firm from entering the market. The second factors that hinder Tecno Company from

entering a foreign exchange are the political stability of the country. The countries that have civil war may discourage the Firm from entering the market (Avle, and Lindtner, 2016)

As recently adopted by Adejumo, (2019) in any foreign country, new entrants usually face a lot of challenges, especially competitions from other companies that deliver a similar product in the market. Tecno Company has been able to cope with the problems in the new environment by manufacturing innovative mobile phones with high technology. In access foreign country market Tecno Company consider the economics development of nation, the distances space, and other market factors in the internal business such as competition, the size of the market and the infrastructure of the Company.

When the Tecno Company analysis all the factors that influence entry in the new market, the Firm now can choose the suitable exchange to venture in. When the Company select the new market, tradeoffs are suggested in looking for the excellent entry strategy technique in the market. In any circumstances by returns and the challenges are recommended to select the best entry strategy that generates sustainable performances of the Company (Avle, and Lindtner, 2016).

When the Company enters the market, it gains control in the foreign nation and maintains the balances performances level even if the countries have limitation policies that may slow down the performance of the Firm. The size of the corporation of the Company that needs to expand globally will determine the entry strategy of the Company to other nations. When the Company decides to use more risk strategy like wholly-owned, and management contracting may acquire the size large enough so that to use product differentiation advantages. The company control

depends on both internal and external factors that face the entry mode that involve a low level of risk. Other means of low-risk entry strategy includes Exporting and Licensing in the new market.

Foreign Market Entry Strategies of Tecno Company

Various number of entry strategies for exploitation by companies depending on the above factors such as exporting strategies, joint venture, franchising strategy, Licensing strategy, wholly-owned strategy, and management contracting strategy and acquisition strategy (Avle, and Lindtner, 2016)

Licensing Strategy

The first strategy is the licensing strategy where the leading Company delivers all patent right such as copyrights, business process and knowhow on the product and trademark right to manufacture goods to foreign countries. The licensee company, therefore, produce and market these goods in different nations and thus pay the charges to the licensing Company (Avle, and Lindtner, 2016). When the Tecno Company licenses its product, it is considered a low-risk strategy because it has little control to the licensing Company. The licensing distribution technology to permit other firms in foreign countries that usually involve public authority. The Tecno Company often suggest franchising and licensing entry strategies because they are the least risky means of entry because they include few resources.

Tecno Company usually uses recent research about the foreign entry strategy to the market; licensing entry strategy is generally preferred by companies that are not able to manufacture in other countries. The only factors that hinder Tecno Company to enter a new market in other nations are only the lack of financial resources and the managerial ability to engage globally. The

licensing entry strategy gives the licensor Company a chance to participate in global marketing; thus, the licensee may be the main competitor when the licensing agreement ends.

The Franchising Strategy

Franchising entry strategy involves firm owners paying for the charges to the principal Firm to gain trademark right and business process knowledge that enables it to increase the sales of its product. Franchising is also equaled to licensing, but it usually engages in a long timeline. The Franchisor firm provides an inclusive package that involves the franchising to the activities of the business that forms a good relationship with them. Tecno Company usually prefer the franchising entry strategy because it is governed by agreements that allow trademarks right to be followed (Qumer, and Singh, 2019)

The exporting strategy of Tecno Company

Tecno Company usually deals with the recent studies that identify the exporting entry strategy to the most natural mode that is used by the new Company entering in the foreign nations. The parent Company usually does the manufacturing of mobile phones, and then the phones are distributed to other countries for sales. Tecno Company uses only a small amount of investment that is considered less risky strategy in the new market. The Company has the opportunity to market its products internationally (Qumer and Singh, 2019). The Company usually export its products to other nations, thus creating an excellent relationship to conduct global economics. The Company typically prefer the exporting strategy because it is less risky because the manufacturing of mobile phones usually takes place at the parent company. The success of the

Company typically depends on the usage of the intermediaries such as payment methods, means of transport and other factors.

Joint Venture strategy of Tecno Company.

Tecno Company uses joint venture Means because the primary Company enters into a relationship with the host company to form the third Company. As a result, the main Firm gains operations controls and the skills of the foreign market. The arrangement between the companies in different countries creates reliable technology and capital that finally result in the partnership. The leading Company that is formed is shared by means that helps to control the ownership, thus forming a joint venture.

Tecno Company usually succeeds in the joint venture in a foreign country because of strong agreement between the partnering Company and the profit shared according to the shares of each country. The Company prefers joint venture due to the following reasons such as inadequate capital, foreign government policy and the political constraints in the foreign country. When the Company is the host, it takes advantages of the new technology and additional finances (Adejumo, 2019).

The target population.

Zhu and Euchner, (2018) established that the target population of any company is the asset of people, element, firms or the incident in the study that are in the different aspects that have similar characteristics that are involved in the study. The research targets all Tecno mobile outlets in the world more, especially in African countries. Where the target population includes all departmental heads of the outlets such as Marketing, Research, information communication Technology and procurements, Development, finance and human resources, the above target

population were interviewed to determine the best suitable foreign entry strategy that the Company will use to expand plans.

Data collection and analysis.

The research examined primary and secondary data so that to capture many sources as possible for evidence in the Company (Adejumo, 2019). The first data collection was collected using an interview with questionnaires that targeted all heads of department, finances, chief executive officers, information technology and marketing, research, procurement and Development. The survey was conducted to investigate the better market strategy that will help the Company in maintaining balances performance of the period. The outcome of the data collection equipped with new entry strategies that Tecno Company adopted when entering a foreign market (Adejumo, 2019).

The Company also analyses the data collected to make a further decision about the foreign market. The main objective of this research was explained qualitatively; thus, the data analysis explained the results of the entry strategy for rapid performances and Development of Tecno Company.

Driving forces for market Entry of Tecno Company.

The research explains the driving forces that cause Tecno Company to enter into the international market. The driving forces that cause the Company to come in the market include big profit opportunity, increasing customer thus increase in sales, need to acquire more resources, the desire to lower competitive risk and Demand to increase Technology at lower prices (Zhu, and Euchner, 2018)

Tecno Company usually compares the above forces so that it can choose the best authorities that will give the best strategy in venturing in the foreign market. In most cases, the Company enters in the international exchange so that to acquire more resources (Qumer, and Singh, 2019). The primary resources of the Company are already manufacturing and available in some foreign countries. For example, Tecno Company has research and development centers in foreign countries. Using the exporting strategy, the leading Company maintains the manufacturing in the mother country and transport the goods to the foreign country for sale.

Performance of Tecno Mobile.

After conducting interviews from the different head of department about the performances of Tecno Mobile since the time, it entered in the foreign market. On percentage, 85% of argued that Tecno mobile had an excellent performance since it began the international exchange. Because of outstanding performance, Tecno Mobile was ranked the third among the best-selling mobile phone companies in the world. Mobile phones have a strong network and innovative high technology that attract many customer (Zhu, and Euchner, 2018).

Factors that lead to sustainable performances of the Company.

Tecno Company adopts some factors that contribute to sustainable performance. Such factors include the following, Strong Management, Development of the new products, the art of Technology, Research and Development. The Company prefers the Development of the new products that contribute more to the sustainable performances also other factors that are very critical to lasting achievements are Research and Development. The Company prefers engaging in all elements so that it can fulfil its objectives in the long run (Qumer, and Singh, 2019)

Conclusion

According to the finding, this research concludes that Tecno Company to use the Franchising, Exporting and licensing in its venture to the international market. The entry strategies give the Firm the chances to assess the viability in foreign nations. The research also concludes that the entry strategy has positively influenced the performance of Tecno mobiles phones in various countries.

The other factors that lead to sustainable performance and growth of the Company include: the art of Technology, Development of the new Technology, Development and the research. The projects also conclude that the Company has an excellent performance when it enters a new market. The researchers also find that the Tecno Mobile users are satisfied with the products; thus, the Company has increased its sales. The research considers finally that licensing, exporting and franchising entry strategy that contributed to sustainable performances of the commodity besides Development of new products, research and development.

Recommendations.

Based on the above finding and conclusions, this research recommends that Tecno Company should use the best foreign market strategy such as exporting, franchising and licensing to analyses the entry of the international market. The study also recommends the use of product differentiation methods to maintain customer loyalty all over some time.

The suggestion for further study.

This research suggests that a similar study should be done in future, but on various Company to determine the best entry strategy that is used. Additionally, the research recommends that detailed analysis be carried out in other firms so that to determine the entry strategy for

sustainable performance of the Companies. According to the statistical regression should be used to examine the close relationship between the lasting returns and the entry strategies of Tecno Company.

Travel objectives.

Based on the above study, the travel objectives aims to determine the best entry strategy of the Company and the test and preferences of the customers. The travel activities also seek to identify the challenges the Company encounters when entering the new market. The critical person I will meet and interviews are the various head of the department and the Customers how uses Tecno mobile. I will visit the African country market for investigation and research. My budget for travelling to different countries in African is \$ 10 million.

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