
华为公司非洲地区经营战略研究

摘要

数字化时代已然到来，数字经济正在全球蓬勃发展，新的经济热点、新的商业模式、新的盈利手段接踵而至，个人生活走向智能化、企业运营走向网络化、政府基建走向数字化已成现阶段的一大发展趋势。毫无疑问，在全球文化融合和经济全球化的背景下，伴随着通用信息技术的高速发展，加大了生产要素组合的可能性，减少了生产要素流动的阻碍，使得国际化分工和资源配置更加高效。显然，在当前时代潮流和经济发展的驱动下，信息技术企业必将加快其国际化进程的步伐。

因此，基于信息技术企业进行对外投资和国际贸易的趋势，本文选择此话题作为研究领域。同时，基于华为公司在信息技术领域的领先地位，本文选择华为公司作为代表进行研究；基于非洲地区通信技术产业的发展潜力巨大这一事实，本文选择非洲市场作为目标进行分析。综合以上原因，本文运用 SWOT 分析法解决“如何优化华为公司非洲市场发展战略”这一问题，最后总结得出：随着非洲互联网技术的逐渐发展以及中非合作的进一步推进，华为公司可以继续扩大其在非洲市场的优势以最大化国内政策环境以及中非关系带来的机遇并弥补非洲大陆投资环境的不稳定性，同时，华为公司也可以把握机遇以对冲华为公司现阶段在非洲市场的劣势。

关键词：华为；经营战略；非洲市场

ABSTRACT

Currently, the digital era coming and the digital economy booming around the world are followed by new economic hot spots, different business models, and other profit methods. Gradually, there is a major tendency to make personal life intelligent, make enterprise operation networked and make government infrastructure digital. In the context of global cultural integration and economic globalization, there is no doubt that the rapid development of general information technology has made the international division of labor and resource allocation more efficient including the possibility of the combination of production factors increasing and the obstacles to the flow of production factors reducing. Obviously, information technology companies will certainly accelerate the pace of their internationalization process which is driven by the current trend of the times and economic development.

This article selects the topic as the research field because of the trend of information technology companies making foreign investment and international trade. At the same time, the article selects Huawei as the representative for research because of the leading position of Huawei in the field of information technology and selects the African market as the target for analysis because of the huge development potential of the communication technology industry in Africa. Based on the above reasons, the main purpose of this article is to solve the problem of “how to optimize Huawei’s African market development strategy ” by SWOT analysis. Finally, with the gradual development of Internet technology in Africa and the further promotion of China-Africa cooperation, we can conclude that Huawei can continue to expand its advantages in the African market to offset the instability of the investment environment on the African continent and maximize the opportunities of the domestic policy environment and China-Africa relations. At the same time, Huawei can also seize the opportunity to reduce Huawei ’s current disadvantage in Africa Market.

Key words: Huawei, Digital Silk Road, Corporate Internationalization Strategy, African Market

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