**Group Name : LaLa Ibrahim**

**Company : Lenovo**



**Themes addressed:**

Structure

Competitive strategies

Corporate social responsibility

**Theme 1 : Lenovo and Structure**

Explain and describe Lenovo’s structure in relation to being a EMM company (2 pages)

**Theme 2 : Lenovo and Competitive strategies**

Explain and describe Lenovo’s Competitive strategies in relation to being a EMM company (2 pages)

**Theme 3: Lenovo and Corporate social responsibility**

Explain and describe Lenovo’s Corporate social responsibility in relation to being a EMM company (2 pages)

**Summation: What have been the distinctive features of Lenovo as an emerging market multinational enterprise from Asia**

**2 pages** summarizing the above-mentioned three themes in order to highlight the key features in relation to its characteristics as a Chinese company that originates from an emerging market.

Reference List

Around eight references (from a range of sources including scholarly journal articles, company annual reports, industry publications, media articles and so on).