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A COMPANY ANALYSIS ON GEELY

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This paper explores the company's profile, the company's internal and external industry environment and competitive landscape, its internal management and operational mechanisms, as well as risks and challenges. By systematically studying and analyzing Geely, it reveals the various problems and opportunities that the company is facing in the process of development. While reflecting Geely's competitive advantages in the market, it also reflects that Geely has certain deficiencies that need to be further improved and enhanced, and that the company needs to strengthen its innovation ability and risk response ability in the face of fierce industry competition and risk challenges. This paper provides a comprehensive analysis of Geely, which holds important theoretical and practical implications for enhancing the company's competitiveness and elucidating its development strategy.

We have provided analyses of Geely and are discussing the issues Geely is facing under the transformationalised of automotive energy and data, as well as the internal and external industry environment of Geely Automobile, and the risks facing the automotive industry today. It reflects Geely's continued investment in technology and new energy and the profound impact it has had in the wake of the COVID-19 epidemic. Looking back at the present, Geely is still relying on its strong brand influence and strength to gradually recover from the epidemic and return to the normal path. Looking to the future, Geely continues to adopt ESG, a blueprint for advancing sustainable development with ESG, and integrates environmental, social and governance (ESG) principles into the corporate governance structure and business operations management of the entire Group. By establishing and improving the ESG governance structure, the long-term resilience of business development is guaranteed. At the same time, we focus on globalization, technological innovation and social responsibility at the strategic level. Together, these factors have shaped Geely's image as a leading automotive company, but they also require the company to remain flexible and constantly adapt its strategy to changes in the industry.

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HUAWEI'S COMPETITIVE PERFORMANCE

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The world is facing a slowdown in economic growth with the deceleration of global economic globalization, the accumulation of trade barriers across countries and the lack of domestic demand. In particular, the slower industrial recovery after the epidemic and the shift in the international investment boom have further tested the ability of companies and their supply chains to adapt to this complex market environment. Through a comprehensive analysis of