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The Haier Road to Growth - strategy+business

The Haier Way traces the appliance giant's path to success, from its early bleak years when the company director had to beg from the neighboring village head for loans to pay bonuses to his employees, to the glamorous achievement when Haier ranked the fifth among the global white appliance makers in 2002.

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A refrigerator (or an oven) was only a step on their way to eating the food they wanted. Looking at user needs like this opened up opportunities. Whereas Haier had focused on making appliances, they now figured they could aim at delivering food, providing recipes and notifying owners when their tomatoes were going stale!

Why Haier Introduced Ecosystems And How They Work

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