

SELLING BICYCLES IN CHINA

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ABSTRACT

The case study will introduce important international business decisions such as a market entry decision, international trade decision, and international hiring decision, which are needed to make a successful business entry to China. This case study can be used in any international business class or an e-mail exchange project with Asian students in an international business class.

CASE SUMMARY

The center stage of this case will be China, as she becomes the rising star of the world economy in recent years. A US firm would like to enter the China market successfully to sell quality bicycles to the attractive China market. The complexity of the case will be added, as the company will have existing and supporting facilities together with good human contacts in the neighboring countries such as Japan and Korea in order to build an entry strategy. China, Japan, and South Korea, become such an important and significant part of the world economy and a major trading partner of the United States.

In addition, the hiring decision about the new management team for this venture will raise several issues such as cultural and ethnic issues and other important issues relevant to the business environment of doing business in China.

The participating students will assume the role of international business consultants hired externally to review this case scenario and to make recommendations to the main entity company in the case.

Students will need to study and research about the cultures and business environment in Asia, the bicycle industry in China, and pricing matters such as potential manufacturing cost, and prospective wholesale and retail prices in China compared to those of other Asian countries and United States.

The full version of the case study will be shared and presented during the presentation time at the conference.