completed in June 30, 2011. June 1, 2011， Lenovo acquired German consumer electronics brands Medion36.66 stake， from the Medion major shareholder Gerd Brachmann (GB) with two hundred thirty-one million Euros (nearly HK $ 2.6 billion).

2012 : September 5, to 300 million Brazilian reais Lenovo (about $ 147 million) acquisition of Brazil's largest consumer electronics manufacturers Digibras Participacoes SA. In 2011 the company achieved revenue 1.6 billion reais ($783 million). September 18, 2012 Lenovo purchased the U.S. software technology company Stoneware.

2014 : January 30, Lenovo purchased Motorola Mobility at a price of $ 2.91 billion,with its 3,500 employees, 2,000 patents , brands and trademarks, and more than 50 operators worldwide partnerships were included in the association mobile business Group .

1.3 The business scope

As the flagship enterprise of the Department of Lenovo, Legend Holdings now is fully carried out strategic investment business, hoping to be the capital as a platform to create a number of leading companies in multiple industries, contributing to the Chinese economy. In addition, Legend Holdings also bear the company's overall financial management, as well as the harmonization of strategies and guidance functions such as strategic direction subsidiaries.

Legend Holdings investment services including investment in core operating assets, asset management, investment incubator three plates, in the future it will focus on the acquisition and construction of the core operating assets of leading companies to grow by leaps and bounds, Legend Holdings plans to achieve the overall market in 2014-2016. Legend Holdings core assets in addition to the original Lenovo Group and Raycom, but also opened up a four modern service industry, chemical industry, agriculture, supply chain and asset management segment (including Legend Capital, Hony Capital), incubator investments form a good interaction.

Promotion Strategy

Primary goal at this stage is to enhance brand image and establish innovative product image. Promotion is the direct ways to ensure that sufficient sales and revenue in order to ensure the resources could be reinvest into production. Besides that, public relations strategy is play a significant role to enhance the brand image. Differentiation markets can convey different information to stimulate consumption and promote customers to buy. Lenovo product and ThinkPad are two companies and brands because have different target market and positioning.

The positioning market of ThinkPad is target in high-end market. Therefore, ThinkPad brand products will focus advertising strategy on the design for the commercial customers, leading technology and high-quality international brand image, though a relatively high level of professional business media. In high-end market, customers generally purchase products with planning and improve the decision-making mechanism, so the customer buying decision is not affect promotional activities. The first promotion strategy is invite customers to participate in exhibitions and training, and recommended products and can play the role of communication with customers. Second, provide new trial to an important customer, allowing customers to experience new and timely application of technology, on the other hand also take account manager deepen relationships with customers. Thirdly, members of the club, organizing meetings, travel, visits and other activities can be established through the activities of the company, and convey the latest information of products to enhance the user's perception to the brand.

Moreover, Lenovo company products focus on mid-end and low-end market. These two market customers often make buying decisions with randomness and impulsive, susceptible to promotion policies through the store and buying agents. Therefore, the Lenovo product marketing strategy should be user-oriented marketing. Lenovo company product mainly positioning on the personal or household consumers, so the advertising of each product line are designed for different markets which focus on establishing innovative and reliable international brand image and select television and outdoor propagation channels.

CONCLUSION

The customer is the king. Lenovo is always thinking about how to satisfy their needs and wants. So Lenovo company need to accurately grasp their target market and plan a long-term goals. The way to compete with competitors such as Dell, Apple, Samsung and others, the differentiation strategy is the key point to establish a sustainable competitive advantage. Besides that, the product mix strategy has a significant impact to the development of the company performance.

In fact, competition in the market is always cruel. In such a volatile market, the most simple and effective way is to constantly monitor the needs of users to demand as the core marketing activities, to create a demand -oriented marketing system in the enterprise. IT markets have a great space of development in market. Technology and industry chain will continue to bring the laptop and smartphone market an unpredictable changes.

As a conclusion, marketing management is about how to choose the potential target market and getting, keeping and growing customers through creating, delivering, and communicating superior customer value. It's never a simple job because making decision in marketing strategies need a lot of information from the range of regions to global and from the micro environment to macro environment.