

## HAIER

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### ABSTRACT

Haier's legend started with a determined CEO's hammering down incident of over 70 refrigerators in 1984. After the incident, Haier has grown continuously both in domestic and foreign markets as a quality driven white goods company. Potato washing machine for farmers is just one example of its unique philosophy to respond to customer's needs and their philosophy has been stratifying Chinese customers and also European customers. As Haier expands its global market, US market still imposes as a challenge for Haier to overcome. How can Haier establish their spot in the US market among the big giants Whirlpool, Maytag, GE, Samsung, and LG? How can Haier overcome its "made in China" brand image? This paper takes a closer look at their history, their competitive advantage, and their strategic issues as they battle to win the hearts of American customers. The paper concludes with possible solutions for Haier in what they can do to move Higher in the US market

**KEYWORDS:** Haier, Domestic and Foreign Markets, Potato washing machine, Whirlpool, Maytag, GE, Samsung, and LG?