

# NUST BUSINESS PROJECT



**Haier**  
Inspired Living

## “Adapting Marketing Strategies for Chinese brands to attain Market Share: A Study of Haier Pakistan”

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## Scope of the project

The report aims at finding a correct and valid local branding strategy for Chinese brands like “ChangHong Ruba and TCL” by analyzing Haier Pakistan strategies specifically to build up a world-class brand. As in my opinion the above mentioned Chinese brands like “ChangHong Ruba and TCL” are much lacking the proper marketing strategies and marketing mix to sell their products and thus are not much popular and less trust worthy for the local buyers. This project aims to look for the brand popularity and brand image for these Chinese brands and to find out the reasons why Haier has got much better brand loyalty of customers than other Chinese brands. What are those strategies and brand management techniques Haier are using.

## Executive Summary

This report takes the opportunity to critically evaluate the internationalization of Chinese companies; in particular, the very successful case - the Haier Group, Chinese producer in the consumer electronics industry. This report focuses on using secondary data and theory methodology to analyze Haier's survival strategy in General and specifically in Pakistan to successfully compete with its Japanese and Korean competitors like Samsung, Sony and LG. In this project, we will analyze the globalization Strategy and Brand Management of Chinese Company “Haier” with its special reference to Pakistan in order to see how Haier is continuously flourishing here in Pakistan instead of a “China Made” label. The globalization strategy makes us understand the importance of strategic plans and steps in implementing globalization by using localized strategies in terms of design, manufacturing, marketing, brand and culture and teaches us how to make effective and efficient global strategic planning by acting local. Brand management mainly shows us how to make brand strategy and brand decision for a corporation to better create a famous brand which would surely increase the word of mouth, brand image for the company. Haier has made influential achievements so far in achieving the customer trust and satisfaction by focusing on proper marketing strategies and tools which other Chinese brands are still lacking in and are far behind in the market in terms of market share, customer trust, loyalty and perception as a brand.

## Glimpse of Haier Group in General

Founded in 1984 and based in China, the Haier Group is a leading manufacturer of a wide range of world-class home appliances. Starting out as the Qingdao Refrigerator Factory with 800 employees and only one product line, Haier has grown to become a globally recognized name brand, the 6th largest in the world and the number one domestic electrical appliance producer in China. The continual development of its markets both at home and abroad has resulted in exports to 160 countries and regions. The Company's achievements are a result of the spirit of excellence and devotion that pervades throughout the organization. Haier employees work together to benefit the society and improve the quality of life and to create innovative products that are an excellent value for money. Haier was incorporated in 1984 only producing household refrigerators. Over the past years, the company has witnessed significant prosperity and is now a transnational organization widely recognized in the world community. Haier currently manufactures a wide range of household electrical appliances, 15,100 varieties of items in 96 product lines, and exports products to more than 100 countries. Haier's international promotion framework encompasses global networks for design, procurement, production, distribution and after-sales services. Haier has established 15 manufacture complexes, 30 overseas production factories, 8 design centers and 58,800 sales agents worldwide. Haier has scheduled to finance 100 Project Hope primary schools, of which 47 are put into operation. Haier has 51,000 full time employees and hires 175,000 contract service personnel, providing a total of 230,000 job opportunities. Haier Group has been recognized again as the number one major appliances brand in the world for the seventh consecutive year by Euro monitor International, According to Euro monitor, the brand achieved a 9.8% retail volume market share in 2015. Haier also tops Euro monitor in the following product categories: Refrigeration appliances, Freezers and Home laundry appliances.<sup>1</sup> Haier's retail volume market share in the Global large Household Appliance market has been shown in Exhibit 2.<sup>2</sup>

## Haier Pakistan – Introduction

Haier Pakistan - Haier Pakistan (Pvt.) Ltd.- Haier is a leading global brand that recognizes and respects the realities and circumstances of its customers and responds to these by rewarding them with inspiring solutions they can always rely on. Haier comes from the belief that progress lies in continued technological advancement in order to make customers' lives easier, more efficient and more productive and it will continue making all the efforts to excel in the market. As Haier is moving towards Eco-Life which will be very effective in making customers' life more convenient in terms of products usage & efficiency. The idea of Eco-Life will reflect the Haier promise of 'Smarter Life, Better Planet' for the masses in Pakistan. As the 6th largest producer of home appliances in the world, Haier brings its global expertise to work for Pakistan market. Alongside the vast range of Haier products that include refrigerators, air-conditioners, deep freezers and washing machines, dish washers, vacuum cleaners, television sets, mobile phones etc. Haier is now widely recognized in the world. Haier production and management system restructuring has enabled Haier to diversify internal and external resources. At present, Haier has put its worldwide

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<sup>1</sup> Haier website

<sup>2</sup> Refer to Exhibit 2

logistics, distribution and manufacturing facilities into efficient operation for customer demand satisfaction. Haier's goal is to obtain worldwide recognition and to become one of Fortune Global 500.

Haier Pakistan is the Pakistan Sales & Marketing division of the international Haier Group, a globally recognized manufacturer of world-class electrical home appliances. The joint venture between Ruba General Trading Company and Haier Group of China has brought Haier to Pakistan with an initial investment of about US\$35 million and a commitment to provide world-class innovative products based on uncompromising quality to the Pakistani consumer. The plant spreads over a vast area of 63 acres with a covered area of 0.6 million square feet including a workers' colony on Raiwind Road, Lahore. The project is expected to produce 0.9 million pieces of household appliances per year with plans to export to the Middle East and all over Asia. In the first year of its operations, Haier has generated employment opportunities to 600 individuals with potential to grow up to 1200 within the next 5 years. Furthermore, Haier will supplement income of 1000 to 1500 families providing indirect earning and employment possibilities. The roster of products to be launched immediately in Pakistan includes Refrigerators, Air-Conditioners (Window & Split), Deep Freezers and Washing Machines, Microwave Ovens and Small Appliances with Dishwashers, Vacuum Cleaners, Television Sets and Mobile Phones to follow shortly. Haier Pakistan has entered the local market with a commitment to help its consumers reap the benefits of modern lifestyle and to provide them

- World-class innovative products
- Unmatched nationwide customer support
- Vast dealer network
- Steadfast after- sales-service throughout the country.

### **Mission Statement**

Our Mission is to combine Quality Innovation and Style for the comfort and convenience of your home.

### **Vision**

To be a leading Home Appliance business with strong brand and a team of exceptional people.<sup>3</sup>

## **Chinese brands in Pakistan (Home appliances industry)**

### **ChangHong Ruba**

Established in 1958 ChangHong has grown into one of the largest consumer electronics providers in China, specializing in R&D, manufacturing and marketing of consumer electronics products. ChangHong became a public company with shares listed on the Shanghai Stock Exchange in 1994. In the last 5 years, Worldwide, ChangHong has over 72,000 employees and is an industry leader as the biggest supplier of consumer electronics in Asia. For 18 consecutive years, Changhong has been ranked No.1 in the Chinese domestic market with one out of every four TVs sold in China being manufactured by ChangHong. Established in 1971, Ruba Group, an electronics

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<sup>3</sup> Haier Pakistan website

conglomerate in Pakistan, has collaborated with ChangHong group to establish new innovative brand “ChangHong Ruba” for Pakistan market. They have diversified businesses such as Textiles and Trading companies based in Dubai and Singapore. The group is committed to provide excellent and innovative goods in Pakistan market and become well known in electronics industry all over Pakistan.<sup>4</sup>

## TCL

Founded in 1981, TCL today is one of China’s leading consumer electronics brands with a global presence in over 150 countries, with TCL Pakistan being its 9th directly operated branch in the world. TCL stands for the “THE CREATIVE LIFE”. TCL Group’s global LCD/LED TV market share has seen continuous growth. It is currently the leader in China’s domestic market and according to the latest Display Search report, is now ranked as the third largest LCD/LED manufacturer in the world in 2012 with production in excess of 15 Million units. The factors contributing to the Group’s tremendous success over the past decade include an intelligent enhancement of the product mix using cutting edge technologies and growing sales channels across the world. Most importantly, TCL is the first company in China to have set up its own LCD/LED panel manufacturing facility, allowing it to reap significant advantages brought about by the vertical integration of its operations. As a result, the Group has continued to develop its competitive strength in the global market. At TCL Pakistan, you can be assured of always getting state of the art, most technologically advanced products backed by industry leading customer support on a nationwide basis.<sup>5</sup>

## Literature review

A review of the literature on the subject of brand equity, brand awareness, brand image and brand loyalty is undertaken, prior to analyzing the strategies of Haier which enabled it to compete with the renowned brands all over the world and Pakistan.

Brand equity, Brand awareness, Brand image, Brand loyalty are different marketing concepts which are somehow directly correlated. In this report I would rather mention some literature related to these concepts and build up their connections with each other in order to find out how Haier has built up their brand equity and brand loyalty in a more better and effective way as compared to other Chinese brands. What are those variables which could affect these?

### Concept of Branding

The concept of Branding holds tremendous importance since many years; it is the key to distinguish the goods and services from one to another. Customer’s simple understanding of brand is to associate and reckon with easy information processing about products purchasing and being certain about the brand to build their trust with time.<sup>6</sup> This reflects the greater need from the organization’s point of view to have strong brands build through proper brand management

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<sup>4</sup> Changhong Ruba website and Wikipedia

<sup>5</sup> TCL website

<sup>6</sup> Logo Design works, 2007.

resulting from effective marketing programs to create brand equity. Branding today is used to create emotional attachments to products and companies.<sup>7</sup> In Home appliances industry, where competition is very fierce, Brand management is very much critical to the success of the organization to create a strong and loyal customers base. Samsung, LG and Sony has done a great job in this regard. As far as Haier is concerned, it takes a lot of time and efforts to build a foundation of Brand awareness, Brand image and Brand loyalty which ultimately comprises “Brand equity”

Branding efforts create a feeling of involvement, a sense of higher quality, and an aura of intangible qualities that surround the brand name, mark, or symbol.<sup>8</sup> Brands basically create perceptions in the mind of the consumer that it is unique and there is no other similar product or service in the market. Therefore, a brand is to say to be strong entity if it is consistent over a long period of time in providing the product or service which consumers and prospective purchasers can rely and trust, which will lead to a Brand promise.<sup>9</sup>

Brand equity is initially built by laying a foundation of brand awareness — eventually forming positive brand images — and is ultimately maximized by high levels of brand loyalty, which is illustrated in the figure in exhibit 3.<sup>10</sup>

### **Brand Awareness**

Organizations can generate brand awareness by, firstly having a broad sales base, and secondly becoming skilled at operating outside the normal media channels. Brand awareness is measured according to the different ways in which consumers remember a brand, which may include brand recognition, brand recall, top of the mind brand and dominant brand.<sup>11</sup>

- **Brand recognition:** It related to consumers’ ability to confirm prior exposure to that brand when given the brand a cue. It requires that consumers can correctly discriminate the brand as having been previously seen or heard.
- **Brand recall:** Brand recall relates to consumers’ aptitude to retrieve the brand from memory given the product category, the needs fulfilled by the category or a purchase or usage situation as a cue. It requires consumers to correctly generate the brand from memory when given a relevant cue.
- **Top-of-mind brand:** This is the brand name that first comes to mind when a consumer is presented with the name of a product classification.
- **Dominant Brand:** The ultimate awareness level is brand name dominance, where in a recall task; most consumers can only provide the name of a single brand. Therefore the challenge facing the marketers is to build awareness and presence both economically and efficiently.<sup>12</sup>

### **The Importance of brand awareness in brand choice**

Taking Aaker’s study on brand awareness enlightens this theory of brand equity’s integral part that is brand awareness. As his studies had profoundly covered petite aspects of this topic to clarify its

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<sup>7</sup> Dolak, 2003; Kotler & Armstrong, 2004

<sup>8</sup> Aaker, 1991;Dolak, 2003

<sup>9</sup> Srinivasan, Park & Chang, 2005

<sup>10</sup> Strategic Marketing and Research Techniques, 1992-2008, Refer to exhibit 3

<sup>11</sup> Aaker, 1996

<sup>12</sup> Aaker, 1996

purpose of being there and why it has been so important and in fact gaining more insights by the organizations which are investing a lot in the brand share and its value which is caused from the initiation point of bringing awareness to the consumers about the brands in the market until its trial, adoption and re-purchase to the loyalty aspect which has been covered thoroughly. Brand awareness as into further elaboration is the capacity of consumers to recognize or remember a brand, and there is a linkage between the brand and the product class, but the link does not have to be strong. Brand awareness is a process from where the brand is just known to a level when the consumers have put the brand on a higher rank; the brand has become the “top of mind”<sup>13</sup>.

## **Brand Image**

Brand image has been studied extensively since the 20th century due to its importance in building brand equity. In the increasingly competitive world marketplace, companies need to have a deeper insight into consumer behavior and educate consumers about the brand in order to develop effective marketing strategies. In the following paragraph, we will discuss the relationship between consumers’ cognition of brand image and consumer behavior.

### **Impact of Brand Image on Customer’s Attitude toward the Brand**

Keller came up with the concept “customer-based brand equity (CBBE)” in 1993, which refers to the various reactions to the branding campaign from consumers who have knowledge of the brand in varying degrees. In other words, brand image and brand awareness are the basis and sources of brand equity<sup>14</sup>. According to Keller, positive brand image could be established by connecting the unique and strong brand association with consumers’ memories about the brand through marketing campaigns. In this regard, the brand knowledge should be built and understood before the consumers could respond positively to the branding campaign. If consumers have knowledge of a brand, the company could spend less on brand extension while achieve higher sales. Following Keller, Lassar et al held the opinion that brand equity came from the customers’ confidence in a brand. The greater the confidence they place in the brand, the more likely they are willing to pay a high price for it.<sup>15</sup> One of the appreciable factors of Haier is that their products manufacturing and design in not limited to native country only but it has production facilities in nearly 45 countries which enables them to produce products there and then customize them according to the needs of those targeted markets.<sup>16</sup>

Continuous investment on R&D has led to designing unique appliances. The fact that Haier is a Chinese-based company was a major obstacle for penetrating in markets due to quality concerns of customers with regard to Chinese-made products. Therefore, an appropriate entry mode for Haier on the Pakistani market was through foreign manufacturing of company's products. By building a plant in Pakistan, Haier was able to shift the perception of its product from "Chinese manufactured" to "Pakistan made". By building this new image, Haier was able to expand its market share as Haier's products was not be regarded as low-quality and low-price. Moreover,

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<sup>13</sup> Aaker, 1991

<sup>14</sup> Keller 1993

<sup>15</sup> Lassar et al. (1995)

<sup>16</sup> Haier website



strong approach towards marketing of products has increased the brand awareness and brand image.

### **Brand loyalty**

As expressed earlier regarding brand equity, brand loyalty is the part of it. Brand loyalty affects the consumers' choice of brand to a high extent. In simple words, when consumers are loyal to a certain brand they buy it at regular basis. Being Loyal translates saying no to other brands in the same product-category whether they are better than the chosen brand. Loyalty gives an advantage to the firms, as they can handle competition in lower price and improve products much better when having loyal consumers.<sup>17</sup> Keller also mentioned that brand loyalty can be measured through the number of repeat purchases. If a consumer prefer to buy one brand over the other, it is because this consumer has brand loyalty towards the preferred brand. Brand loyalty include not only repeat purchase but also when the brand has a change such as price change in product, the customer will continue purchase it or not.<sup>18</sup> Aaker argues that brand loyalty needs the company to promote its brand to form the continuous image in consumers' mind in a long term. The cost of marketing communication will be greatly reduced because of the benefits of brand loyalty.<sup>19</sup> In addition, brand loyalty also can help companies gain competitive advantage to compete with rivals in the market.<sup>20</sup>

"Haier creates strong brand" Research of O&M Group, a well-known brand management company of America, indicates that a strong brand should have four assets, including brand awareness, brand recognition, brand association and brand loyalty. A price war was continued by domestic home appliance industries. However, Haier did not get involved but achieved success in product sales with remarkable margins. Those facilitating the price war could not sell products of reasonable prices. It is not very difficult to find out from the point of brand management that majority home appliance brands are in the process of establishment of brand awareness while Haier has started the stage of brand loyalty. Once the loyalty is concentrated to a brand, customers would not shift their interests in some other brand when purchasing. Obviously, Haier has made significant success in marketing while other appliance makers are fighting in the price war. Haier now successfully provide high quality and energy efficient home appliances that are designed and manufactured in facilities all over the world, to over 160 countries. They focus on building a global recognized brand that competes with other electronics leaders. They achieve these goals by providing quality home appliances and energy product.<sup>21</sup>

Conclusively, we can say that Brand strategies and decisions are heavily dependent on brand equity because this is the most important factor which determines the salability of a product. Therefore, determination of a product's brand equity must be accurate or the decisions based on this information might deter its sale. Thus, brand equity differentiates a product from its peers and helps it to generate value for itself through increased brand awareness first then brand image and

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<sup>17</sup> Usiner, 2000

<sup>18</sup> Keller (1998)

<sup>19</sup> Aaker, 1991

<sup>20</sup> Chaudhuri & Holbrook, 2001

<sup>21</sup> Haier Website

at last brand loyalty. Hence, a company should have a proper assessment about its product's brand equity otherwise the brand strategies based on it may backfire. Therefore, a company needs to create and protect the brand equity of its product.

## SWOT Analysis

SWOT analysis is a simple framework for generating strategic alternatives from a situation analysis. It is applicable to either the corporate level or the business unit level and frequently appears in marketing plans. SWOT stands for strengths, weaknesses, opportunities, and threats

### Strengths:

- Haier Company has the largest market share of their products, which are preferably in white goods.
- Haier is growing its international reach and it also has grown its retail market.
- This company is enjoying the strong brand name with the quality of its products.
- Their product price is affordable according its features
- Financially very strong Chinese Company
- It provides high quality as compare to other Chinese competitor so it will be a strong edge for the business to flourish.
- High tech production plant has been installed that will produce high quality product on a large scale

### Weakness:

- Weak delivery chain.
- They import few raw material items from other countries so dependence on imported raw material would be a hurdle in production.
- People might misunderstand its operating functions.
- The cost structure of the products of this company is on the higher side.

### Opportunities:

- The products of this company are considered the best home appliances, so it is widely used in homes.
- Haier has great and wide product range, which have great price segment.
- In Pakistan AC and LED industry is growing at a high rate so there is an opportunity for the business to avail and become successful.
- A large market which can be captured.
- Operational efficiency can be attained once they start
- Capital resources are good.

### Threats:

- There is an expected rising competition in the market
- Load shedding can affect the business.
- Economy crises can also a threat.
- In future there is a possibility of shortage of raw material.

# Pestle Analysis

## **Introduction**

Haier is a global conglomerate which is also successfully running in Pakistan. Haier operates in the market for consumer appliances and gadgets. It is a China owned business that has global aspirations and as the recent expansion into newer markets has shown, Haier is not concerned with operating in some markets in the world but instead, wants to cover as many countries as possible. Therefore, we would need to focus on the external environmental drivers specifically in Pakistani market to see the Haier's strategy.

## **Political**

In most of the markets and especially in Pakistan, the political environment is conducive to the operations of Haier, overall Haier can be said to be operating in markets where the political factors are benign. However, in recent months, Haier has faced significant political headwinds because of the country's political tensions with India wherein the company has had to take into account not only the political instability but also the threat of war breaking out with neighboring countries like India and Afghanistan. Apart from this, Haier faces political pressures in many areas of the country where the political environment is unstable and prone to frequent changes in the governing structures. Of course, this is not yet a major cause for worry as the company has more or less factored the political instability into its strategic calculations.

## **Economic**

This dimension is especially critical for Haier, as the opening up of many markets in the developing world has meant that the company can expand its global footprint. However, this dimension is also a worry since the present global economic issues has severely affected the purchasing power of consumers in many developed markets forcing Haier to seek profitable ventures in the emerging markets like India and Pakistan. The key point to note here is that the macroeconomic environment in which Haier operates globally is really uncertain and volatile leading to the company having had to revamp its strategies accordingly. The saving grace for the company is that it has adjusted rather well to tapering off the consumer disposable incomes in the developed world by expanding into the emerging and the developing markets and it is doing very well in Pakistan market. Indeed, this is the reason Haier has begun an aggressive push into the emerging markets in the hope of making up for lost business from the developed world.

## **Socio-Cultural**

Haier is primarily a China owned multinational. This means that despite its global footprint it still operates from the core as a Chinese company. Therefore, there are several aspects to its global

operations some of which include adapting itself to the local conditions and Haier Pakistan has done this job so effectively that it has gained the trust of Pakistani consumers and grasp a large market share. In other words, Haier being a Global company has had to act locally meaning that it has had to adopt a Glocal strategy in many emerging markets. Apart from this, Haier has had to tailor its products to the fast changing consumer preferences in the various markets like Pakistan. An increase in the income level of Pakistani citizens has resulted in increased demand for more stylish and costly features plus these appliances once used to be thrown in the basement but now Pakistani citizens are asking for smart, compact and stylish appliances which they can keep them in their kitchens.

### **Technological**

Pakistan is a one of the biggest electric appliances consumer market and user of latest technology. Haier can be considered as being among the world's leading innovative companies. This means that the company is at an advantage as far as harnessing the power of technology and driving innovation for sustainable business advantage is concerned. This has translated into an obsessive mission by the company to be ahead of the technological and innovation curve and a vision to dominate its rivals and competitors as far being the first to reach the market with its latest products is concerned. Smart appliances industry is now integrated with internet and Internet marketing has resulted in the trend of e-commerce in the industry. Haier Pakistan have been investing heavily in R&D in order to get new technology & designs to increase the efficiency, effectiveness & also reduce the production cost and bring in innovated products in order to gain competitive advantage. This has resulted companies to replace current technology with more efficient one in order to get edge over competitors, due to this Haier have to spend millions of dollars annually on R&D because No one producer could keep new innovation to itself for more than a year. This is the major reason for investing so heavily in R&D.

### **Legal**

In Pakistan Haier has had to face fewer sales tax and custom laws which are not so heavy but the procedure of collecting the tax is stringent and somehow create problems. In addition to these laws and some other environmental laws, Pakistan energy department requires energy conservation improvements for refrigerators and freezers & clothes washers and Haier is doing all the measures for making energy saving products.

### **Environmental**

With the rise of the ethical consumer who wants his or her brands to source and make the products in a socially and environmentally responsible manner, Haier Pakistan has to be aware of the need to make its products to satiate the ethically and socially responsible consumer. This means that it has to ensure that it does not compromise on the working conditions or the wages it pays to its labor who are engaged in making the final product.

## Competitor analysis

In order to check the competitive market for Haier Pakistan, we need to analyze some of the major competitors of Haier in consumer electronics or home appliances market. The three major competitors to be analyzed are as follows

- Samsung
- Sony
- LG

According to IHS (NYSE: IHS), the leading global source of critical information and insight, for the past 10 years Samsung has topped the global TV market. For 2015 Samsung held a 21.0 percent market share in terms of sold units. That is down from 22.5 in 2014 but up from 14.2 percent ten years ago in 2006 when Samsung for the first time beat Sony. Samsung alone has sold 427 million TVs in the last decade. LG was second in 2015 with a 12.6 percent share (14.5 percent in 2014). Sony was third. The Japanese brands continue to struggle and the Chinese brands continue to grow. Over the last decade the South Korean brands have conquered the TV market but they are facing new threats. Last year, Samsung and LG held a combined 33.6 percent market share (down from 37.1 percent in 2014) in terms of unit sales. The Japanese brands continue to struggle with Sony the only remaining manufacturer in top-5. Combined the Japanese brands have a 15.3 percent share (18.8 percent in 2014) of the TV market. Instead, Chinese players continue to take market share. Last year, Chinese manufacturers held a combined 27.5 percent share (21.8 percent in 2014) of the global market. They are currently expanding to Europe and USA.<sup>22</sup>

### **Samsung**

Samsung, a global leader in consumer electronics, is aiming to secure a larger share of the Pakistani market in coming years. Its action plan includes advertising heavily on all platforms available, with a special focus on brand shops, providing brand awareness, and introducing a range of products under one roof. Though Samsung offers a wide range of products, including smartphones, personal computers, printers, cameras, home appliances, medical devices, semiconductors and LED solutions, the company's Pakistani management is focusing specifically on the television segment by introducing the latest plasma TVs, LED TVs, home theatres and other home appliances. The management says the company is benefitting from the rise of the Pakistani middle class. The global economic downturn which forced many other electronic brands like Sony, Sharp and JVC to minimize operations in Pakistan is another factor that has provided Samsung the opportunity to step in and capture the large domestic market. Samsung operates through 550 dealerships in Pakistan, spread over the length and breadth of the country, through which a complete range of products is available to consumers. More recently, the rising trend of multinational retail outlets in large cities has forced the management to introduce brand shops in the country which showcase the latest Samsung products. The 30 "strategically-located" brand shops offer genuine Samsung warranties for 3D Smart TVs, LED and LCD TVs, monitors, plasma display panels, IT products, cameras and home appliances. The staff in each shop guides consumers in buying the right products according to their demands and budgets. Such shops also

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<sup>22</sup> IHS Survey statistics

provide technical assistance and after-sales guarantee and maintenance facilities to the customer. Samsung's sole focus is on heavy advertisement in order to register itself in the minds of the masses. "We want every Pakistani to use Samsung products, for which we are using every possible advertising channel, whether electronic and print media, road shows, brand shops, social media, promotion schemes, online advertisements. Innovation is crucial to Samsung's business. As new technologies are being constantly introduced to the market, speed is essential for remain-in-competitive in today's digital era, and new markets have to be pioneered continuously. Through the interplay of creative, imaginative people; a global R&D network; an organization that encourages collaboration and cooperation among business partners all along the supply chain; and a strong commitment to ongoing investment, Samsung has put R&D at the heart of everything we do". "Amir Shahzad, Samsung Pakistan's Retail and Channel Management head (Consumer Electronics) recently told The Express Tribune.

The benefit of Samsung in terms of its product is that there is a trust on all Samsung products because of the way Samsung products have performed in the last few years. Problems with the products has been negligible. And with its Smart phones, Samsung has achieved a status symbol for its customers. At the same time, Samsung is known for its service and people know that Samsung gives a very fast service for any of its product. Samsung uses Skimming price for smartphones wherein it tries to get a high value in the start before competitors catch up. Once the model is old or any competitor has launched a similar product, Samsung immediately drops the price. For products other than smart phones, Samsung uses competitive pricing. Televisions, air conditioners, refrigerators and other products have competition in the form of Haier or LG. Samsung is known to be a great brand but it is not greater than Haier and LG for home appliances. Samsung as a brand hardly uses penetrative pricing because it doesn't enter late in the market. In fact, it is present in most consumer durable segments in the market. Samsung embrace their responsibility to contribute as a good citizen, taking action around the world to foster a better society, protect and improve the environment, and strengthen our communities.

## **Sony**

Sony Corporation is a Japanese multinational conglomerate corporation headquartered in Kōnan, Minato, Tokyo. Its diversified business includes consumer and professional electronics, gaming, entertainment and financial services. Sony is one of the major competitors of Haier in Pakistan as well. Sony has strong brand quality. Their involvement does not end with a customer's purchase of a Sony product. Rather, it continues until the product has been recycled or has been completely disposed of. Sony offers a more for more deal and also a more for same. Their products, especially televisions, are marketed as being a high quality product; therefore, if a customer is expecting more from one specific product, s/he has to expect to even pay more. Sony's quality control program is used to monitor how consumers respond to company's products and services. Sony is ahead in contributing social activities to help address the needs of communities in the regions around the world where Sony conducts its business. Sony offers many ways to get in contact with their technical support i.e. emails, letters, through contact us option on website. It also offers repair and support service. The automated tutorials, news alerts, what is new in updates are also on website. Sony is a diverse brand that provides products and services for a wide variety of people. Sony focus on expanding their segments in the women's market. Women make up over half the sales in

consumer electronics and influence over 80% of purchases. Marketers at Sony Corporation have found a new way to engage with customers, i.e. online courses to enhance customer's total Sony experience. The online tutorials provide courses to online visitors in personal computing, home entertainment, digital photography and business solutions. The result of online tutorials had been outstanding; Sony has received more than 90% rating from its customers. Those who attend the course were more likely to buy the products as compared to those who have never attended course. Sony's objective is to construct strong customer relationship marketing and direct communication with their customers. To achieve this target Sony has incorporated e-business. Today Sony communicates with its customers, individuals, resellers, and corporate customers through the internet. This technology has created an open communication line between customers and stores, stores and corporate and also between stores and suppliers. Sony is looking forward to capturing the voices of every customer for better customer satisfaction and effective communication with them.

## LG

LG Electronics was established in 1958 as Gold Star, the company started producing radios, TV's, refrigerators, air conditioners and washing machines, with its innovation and expertise it led the way into creating advanced technologies and spreading its products/services worldwide like mobiles phones and computers. In 2005, the company was ranked top 100 global brand and by 2006, LG recorded a brand growth of 14% till now has become the world largest plasma panel manufacturer. LG has a diversified and innovative line of products like: Home entertainment as Plasma TV's, LCD TV's, LED TV's, Home Cinema systems, Blu Ray Disc Players, DVD Recorders, Notebook PC's, Desktop PC's, Computer Monitors and MP3 Players. Home Appliances such as Washing Machines, Air Conditioners, Refrigerators, Microwave Ovens, Tumble Dyers, Vacuums Cleaners and security cameras all equipped with high end technologies. IT Products and Mobiles Phones.<sup>23</sup> LG has set extremely high innovation goal, the company is aiming for a target of 30% more than what its competitors can do, this also means 30% more sales and increased market share. This makes LG up to 3 years ahead of competitors in terms of technology. LG retains its customers by providing them with long term warranties (10 years) covering the core technologies such as its washing machines. LG relies on its Research and Development capabilities and product innovation in collaboration with worldwide engineers from companies like IBM. As it engaged the global business services company IBM in Korea to design a new "customer-driven-process" framework to outsource its product developing effort. This will result in a higher rate of success for new product development with reliable planning and monitoring and also a faster time to the market since the LGE Company is beneficiating from IBM's efficient product development process. As LGE stated "our future growth will be built on the combined strength of our product innovation and our understanding of the customer. With the help of IBM's process expertise, we are getting closer to realizing that vision"<sup>24</sup>(S. Choi LGE, 2011)

LGE Introduces its new products using contemporary communications tools like TV commercials, Radio, Internet and billboards in order to create more brand awareness in many countries. LGE

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<sup>23</sup> LGE, 2011

<sup>24</sup> S.Choi LGE, 2011

offers diverse educational programs to its employee's through learning centers worldwide, it focuses on favorable working environments that let its employees demonstrate their capabilities at full. It also focuses on individual's creativity to create value respecting diversity of skills. It rewards its employees based on performance, create equal opportunities built on trust among people without considering gender, race, age, religion or nationality, and thus creates motivation and commitment.<sup>25</sup>

## Tactical Strategies in Haier Pakistan

### Haier Innovation Strategies for Research and Development

Innovation is a fundamental driving force for enterprise development. Innovation is the Core of Haier. Haier really recognizes this point, whether in production, business management or in the after-sales services, Haier always pursue innovations. Haier has long attached significance to innovation in satisfying the demands of worldwide consumers and realizing a win-win performance between Haier and its clients. Products like safe care water heater, dual drive washing machine, smart air conditioner, four temperature zones refrigerator and comfort-eye computer are all innovation-reflections of Haier. In management innovation, Haier's unique "OEC", "Market-chain" and "SBU" management methods have been recognized worldwide, especially in many foreign educational institutes, including Harvard University, University of Southern California, Lausanne Management College, the European Business College and Kobe University.<sup>26</sup> Haier made lots of market research, listening to customers and even treat complaints as a valuable tool for modifying the relationship between customers and company. Now Haier has entered the key area influencing the development of business, and developed many advanced study about CFC subsidiaries, energy saving, mute, digitize, information, biological engineering, macromolecule and materials. The projects of technology store have reached 68. Until now, Haier established 6 Integrated R&D centres, 16 GISC (Global Information System Centre) and 8 Global Design Centers around the world.<sup>27</sup>

### Haier's Localization Strategy

Though Haier is a Chinese brand, but when it comes to globalize their brand, they went local in every country in terms of their demand, design, brand, marketing and manufacturing as well. In my opinion this has created a huge difference for Haier in making them a success story to be followed. Their Global brand building strategy aims to build a local brand image in each area of the world. Localization is the process of adapting a product or service to a particular language, culture, and desired local "look-and-feel". Haier has started its localization strategy in existing foreign markets; its theory of this strategy is "Three-in-one localization", which means Haier design the products to meet local consumers' needs and lifestyle, manufacture the products in the local market and market the products in local ways. For example Haier in Pakistan has successfully formed the design, production, and sales trinity of management pattern in order to have a better

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<sup>25</sup> LGE website

<sup>26</sup> Bai Chi, 2005

<sup>27</sup> Haier website



understanding of the Pakistan market, and more quickly respond to market changes with the help of Cultural, design, brand, manufacturing and marketing localization.

### Quality Management

It was at the beginning of the reform and opening up in the 1980s, and many companies including Haier imported from abroad advanced refrigerator technologies and equipment. At the time, household appliances were in short supply, which led to many companies striving to expand in scale. Focus was put on quantity at the expense of quality. Instead of following this trend blindly Haier made quality a priority, putting into place a comprehensive quality management system. "Either not in it or in it for the win", as it was put. When finally there was an oversupply in the household appliance market Haier was already well positioned to win with its differentiated quality. During this period Haier was dedicated to making refrigerators, developing successful portable models in management, technologies, personnel, capital and corporate culture.<sup>28</sup>

### Haier Eco life Promise

Haier always inspire their valuable customers through innovative and efficient Home appliances due to strong research and respond to these by rewarding them with inspiring solutions they can always rely on. Haier comes from the belief that progress lies in continued technological advancement in order to make customer's lives easier, economic, and more productive and it will always make efforts to excel in the market. Haier is moving towards the Eco life which will make the customers life even more convenient and efficient in terms of product usage and efficiency. The idea of Eco life will reflect the Haier promise of "Smarter life, better planet" for the people in the Pakistan.<sup>29</sup>

### Marketing Strategy

An organization's marketing strategy combines all of its marketing goals into one comprehensive plan. A good marketing strategy should be drawn from market research and focus on the product mix in order to achieve the maximum profit and sustain the business. The marketing strategy is the foundation of a marketing plan.

### Marketing Objectives

Haier wants to provide its products and services to its clients and it also look for new markets and locations, where they can introduce their products as a local brand. Haier is providing its fine quality products to its clients in different countries and get good market share after selling its products. Haier is working hard to maintain its brand image and earn good revenue.

### Market Segmentation

The market segmentation can be further divided according to the products, which can have identification, assessable, sizeable, stability and responsive. The products of the brand are prepared and these are also provided to the clients of middle, upper middle and upper class and meet their requirements of electronic products. They are used mostly in the homes as appliances and also in the business and corporate sectors.

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<sup>28</sup> Haier website

<sup>29</sup> Refer to exhibit 4

## Target Market

The company can get good market share after targeting its market. Haier chooses its audience, which is present in the middle, upper middle and upper class and they also introduce their products in the new markets, where they can get appreciation on the quality of their products.

## Product Differentiation and Positioning

In the product differentiation, the attribution, quality, price and benefits of the products are also considered with the competitors or the users. Haier's global branding strategy aims at positioning the company as a local brand in different world markets in conjunction with enhanced product competitiveness and strong corporate operations.

## Haier Marketing mix

As defined as Kotler and Armstrong "marketing mix is the set of market tools the firm uses to implement its marketing strategy. The major marketing mix tool is classified into four board four groups.<sup>30</sup> When marketing their products, firms need to create a successful mix of: the right product, sold at the right price, in the right place, using the most suitable promotion.

The 4Ps is a strategic framework that has had a significant influence on marketers over the years, but has perhaps also begun to outlive its usefulness. The increasingly simplistic idea of addressing the 4Ps of product, price, place and promotion has struggled to keep up with the developments and realities of the modern business world. I would use 4P's to analyze the current situation of Haier. 4P's help us to develop a packet that will not only satisfy the needs of the customer within the target markets but simultaneously to maximize the performance of the organization.

## Product

The product is the goods or service sold to the consumer. The product planning is included the current product line and new product policy.<sup>31</sup>

Haier continuously set high quality as a goal of survival and a basis for global competition.<sup>32</sup>Therefore, the Haier Group always focuses on improving quality, service, design, and technological capability.

Haier's key product offerings<sup>33</sup>

- Refrigerator
- Freezer
- Microwave
- Telephone
- Color TV
- Mobile Handset
- Electric Iron

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<sup>30</sup> Kotler and Armstrong, 2010.

<sup>31</sup> Borden, 1984

<sup>32</sup> Duysters et al, 2008

<sup>33</sup> Refer to exhibit 5

- Air Conditioners
- Vacuum Cleaners
- Ventilating appliances
- Washing machine
- Cleaning appliances
- Electric water heater
- VCD
- LED
- PC
- PDA

## Price

Price is the necessary part in marketing mix because it is profit earner. “The price of a product is what the company will obtain in return of its investment in the process of manufacturing and marketing”.<sup>34</sup>

The pricing strategy of Haier is impressive as they provide their products to their clients at the suitable rates. In the price of the products, the manufacturing cost, labor cost other technical expenses and the government levied taxes are also included in the total expenses of the products. The price has great value to show the importance of the products and the company looks at the clients, what they should pay for the product. Haier has managed its pricing method so well focusing the needs and demands of the customers. Haier uses demand-oriented pricing method that targets the needs of the consumer market based on pricing. Differential pricing methods are also used where there is a need to do the price discrimination for the wide range of classes of customers. In the low end market, where customer is mostly concerned about the affordable price plus quality, Haier uses the value pricing method on pricing. In the high end market, Haier usually takes skimming pricing.

## Place

David Jobber claimed that" Place involves decisions concerning the distribution channels to be used and their management, the locations of outlets, methods of transportation and inventory levels to be held.<sup>35</sup> In the placement of the products, the main concern is distribution channels and these are used for the management of the products and location of the stores. It also included the inventory level and methods of transportation. A distribution system is an important enterprise external resource. Market channel network construction of Haier has developed from a regional network to the national network, and finally it is developed to a global network. Haier distribution network consists of 4 display centers in Karachi, Lahore, Islamabad and Quetta. Haier has nationwide sales offices in nearly every major city of Pakistan. Haier has also its service center in 24 cities and the authorized service center numbers are now reaching to 500 all over Pakistan

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<sup>34</sup> Jobber, D 2002

<sup>35</sup> David Jobber,2010

## Promotion

Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. Haier properly used various promotional strategies, provide acceptable products to consumers, to expand market share, promote the development of company, and occupy a favorable position. Haier decided to use "Made in China" label to enhance the consumer's national pride and product loyalty. Haier promotion budget is around 2.75% of their turnover. 40% spending of their budget is Print Media, 20% goes on TV, 20% on Outdoor activity and balance 20% on Sales Promotion activity.<sup>36</sup> They believe that print media and outdoor activity help them to reach to their target customer. Due to satellite transmission and having multi-channels, it does not pay one unless you have very huge budget to spend on this media. On promotion, their spending is more on consumer incentive schemes. Since it pays them and there is direct relationship between sales and consumer. Further, it gives direct benefit in shape of price reduction. Company is using these tools for promotion purpose mainly. Moreover Haier CSR initiatives are also capable of creating goodwill and brand equity for Haier by improving its word of mouth. Here it should be kept mentioned that, FIXIT, a non-political platform was commenced by Alamgir Khan to address the different issues of common people. It's just been several days when Alamgir Khan launched public fridge campaign, and CEO Haier Pakistan Javed Afridi have announced 100 fridges from Haier for the public fridge campaign. One can't deny the role of Javed Afridi in reviving cricket in Pakistan, and especially empowering people of KP. He just only didn't announced 100 fridges, he also requested Alamgir Khan to start this campaign in KP.<sup>37</sup>

- Advertising
- Sales promotion
- Personal Selling
- Direct Marketing
- Customer Services

## Product Advertising

In product advertising, advertisers are informed or market is stimulated about their products and services. This type of advertising is often adopted by Haier Sale Corporation on various occasions. For example when Haier introduces new item or appliance in the market, then customers are informed mainly through advertisements in the magazines and newspapers. Life has become so faster that no one can spare time to watch T.V. or listen to radio regularly. For such type of people daily newspaper is an important media which Haier has adopted. Advertising messages of Haier appear in a newspaper more frequently because it's much cheaper the T.V.<sup>38</sup>

## Sales promotion

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<sup>36</sup> Refer to exhibit 6

<sup>37</sup> Interview from Sr. brand Executive Haier Pakistan, refer to exhibit 1

<sup>38</sup> Refer to exhibit 7

Haier is giving incentives to the middle men. These middle men are actually the channel members. By doing so, these sales people will promote their product over the other products. These sales men will be given commission on the number of units sold.

### **Personal selling:**

Haier is also using personal selling as a tool for introducing and promoting their products to their valuable customers. The sales personnel actually go to the client for convincing them about their products. This tool is mainly used for the big corporate clients.

### **Direct marketing:**

Haier also use direct marketing to introduce our new product. They send SMS and mail to our existing and new customers.

### **Customer Services**

Customer services are also one of the main promotional tool which spreads the good word of mouth for Haier. Customer services vans are now giving fast and reliable services to Haier customers. Haier has a UAN number for its customer complaints i.e. 042) 1111 42437 and also having the toll free number 0800-00735 (Haier) which was recently added for the customer's value

## **Recommendations**

After the study of literature review, SWOT, PEST and competitor analysis, following options are recommended for Chinese companies like Changhong Ruba and TCL to compete successfully in the Pakistan Home appliances industry like Haier, Samsung and LG.

- Like Haier, the above mentioned Chinese brands should have a proper channel and distribution network where they would need to introduce brand shops in the country which would showcase their sole products for the customers with the proper technical assistance and free of cost maintenance services. These brand shops are itself a promotional strategy and are preferred by the customers.
- Home appliances industry in Pakistan is very much competitive and customer's need to be aware of your products and features before visiting the market for purchasing a product. Unlike the successful competitors Samsung, Haier, LG and Sony, Chinese companies are lacking this strategy. They should allocate proper promotional budget for advertising and media campaigns. They should have a proper marketing department which would make sure that successful promotions and campaigns are being run on all forums for the promotion of their brands like their competitors. A well planned and effective promotional strategies can play a significant role in attracting your customers towards your product.
- After TV and Print media promotions, Chinese Companies should go for some socially responsible activities which would act as a promotion itself. Like sponsoring a social movement or some campaigns will create a good word of mouth for your brand like Haier is doing in the form of sponsoring some refrigerators for a Fixit movement.
- After sales services and support should be effective and efficient like Haier is doing. Since major issue of Chinese products and brands is customer's lack of trust in its product's

quality so they should keenly focus in providing long term warranties so that customers would be less reluctant in buying their products.

- Quality is the major concern of today customer who is much informed, aware and sophisticated. So the Chinese brands should only compete in the market in terms of quality and not on price, quantity and warranties. Quality should be the first and foremost concern so that customers can ultimately trust the China made products.
- Like Haier which has been successful in achieving the customer's trust and loyalty instead of a "China made Label", Other Chinese companies should also go for such localization strategies in terms of its design, culture, manufacturing and marketing so that people could perceive this as their own local brand.
- According to PESTLE: technological and environmental factors, today customer is much more environmentally responsible, technologically advanced and want innovative products like Haier and Samsung is providing them. Haier – Eco life Promise and Samsung Eco – Innovations are the best examples. Chinese brands should work on such innovative ideas and technologies in order to design their products to best meet the needs and demands of today modern customer.
- Other Chinese companies except Haier have a very narrow range in their line of products and variety. They should go for variety of products in the Home Appliances industry and consumer electronics like Haier is doing.

# Appendix

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## **Exhibit 1: Interview from Haier Brand executive**

### **Question 1: How Haier has managed to achieve customer trust and loyalty instead of a Chinese brand?**

Haier has to start from the scratch in order to build their brand image in the Pakistani market, a market which is really tough and hard to deal with especially when there was a total lack of trust for the Chinese brands in the minds of the customer. First of all, we had to cope with this psyche based on distrust. There are many options available for the people in the form of Japanese and Korean brands (Samsung, LG and Sony). Haier has really had to fight and struggle a lot in order to compete successfully in such market. The major strategy which proved fruitful for Haier has been the “Localization”. i.e. design, manufacturing, marketing and culture localization. Everything gives the impact of being local according to the needs and demand of the local customers. For this strategy to execute upon practically, Haier has built its own manufacturing plants here in Pakistan. All the marketing management has been done in the localized way that is really the need of time. Also apart from localization, Haier has managed an efficient market channel and distribution network in terms of its retail and distribution network. Brand shops are the best example which are present in almost every major city of Pakistan. Another main thing which Haier has ensured is that people get an efficient and effective after sales services because at this point, one can win or lose your loyal customers. Haier mobile vans are available and we are planning to increase their number in future as they are the best source of promotion, good word of mouth for the company.

### **Question 2: How much budget Haier allocate on the promotions and advertisements?**

Haier has never compromised in terms of its budget is promotions. Haier has spent 2.75% of their turnover on the promotions in terms of personal selling, TV ads, Print media and outdoor activities. Haier has a proper marketing department which makes sure that proper promotional campaigns, TV commercials and print ads in the form of billboards, magazine, newspapers should be aired and printed frequently because in my opinion, Advertisements and promotions can play a vital role in attracting your customers and then proper services should be given to them in order to retain them as loyal customers.

### **Question 3: What is the importance of social responsibility for management of Haier Pakistan?**

Yes, indeed social responsibility is the factor which is of utmost importance. Management at Haier has always pay heed to the campaigns for the welfare and well-being of the society. Recently, Haier has offered 100 refrigerators to the FIXIT movement. Also Haier has sponsored the cricket matches at national and international levels. They also help NGO's and hospitals. All these actions



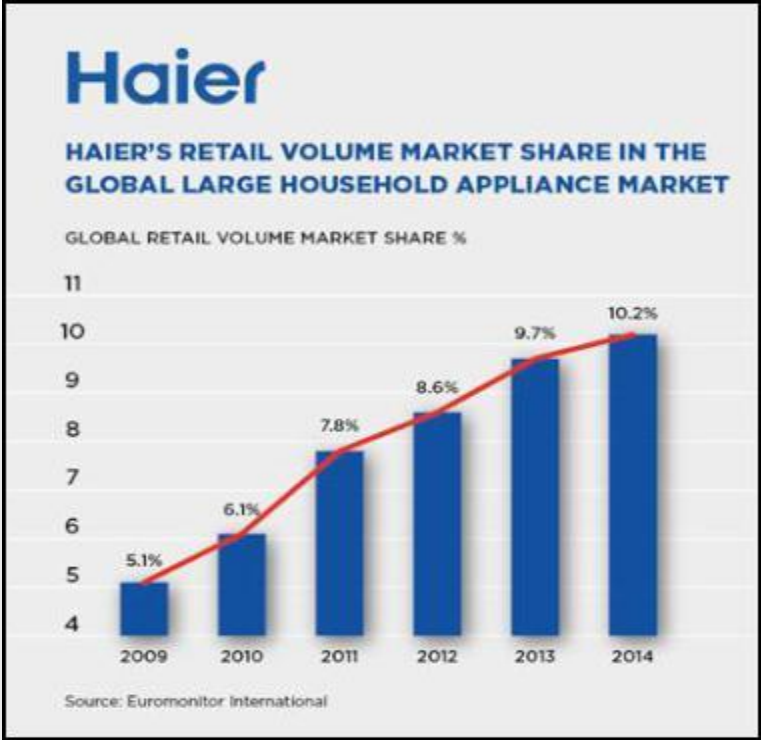
and matters play a critical role in building your brand image and equity which would ultimately help you to attract, retain your loyal customers in this competitive market where options are unlimited for the buyers.

Naima Ashraf

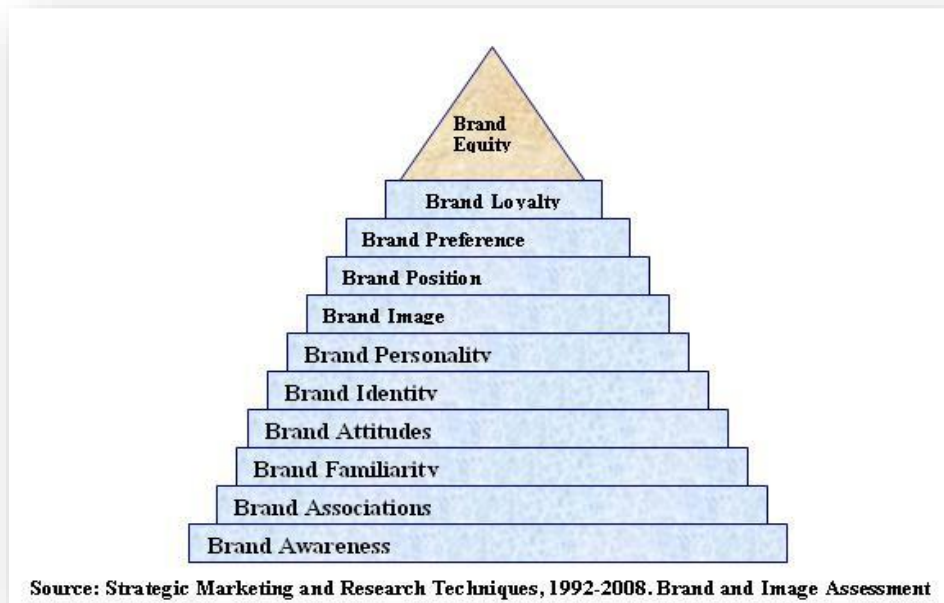
Sr. Brand Executive at Haier Pakistan.

[Naima.ashraf@haier.com.pk](mailto:Naima.ashraf@haier.com.pk)

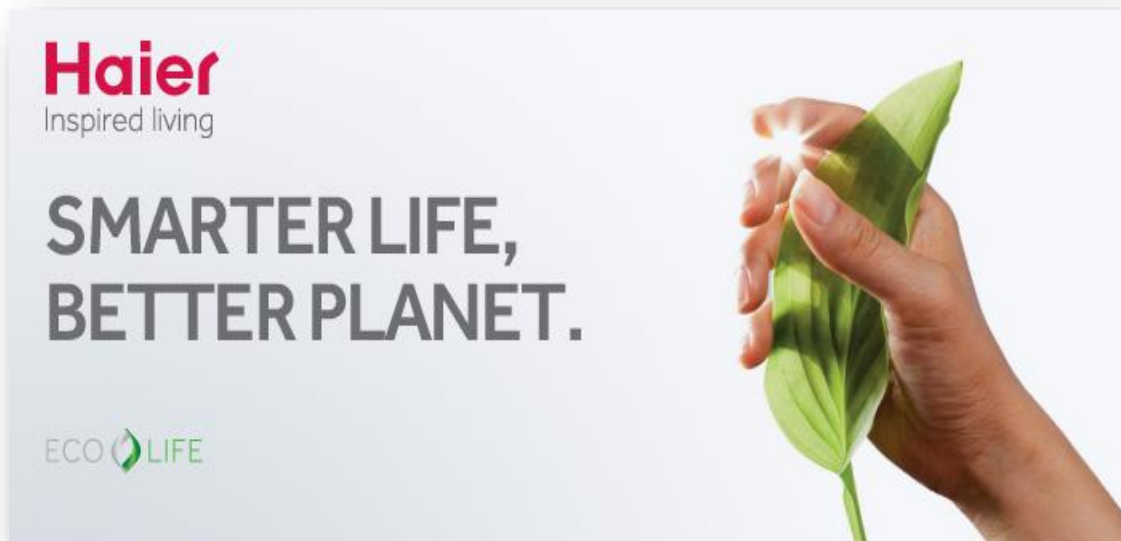
**Exhibit 2: Haier Global retail volume market share**



### Exhibit 3: Brand and image Assessment



### Exhibit 4: Haier Eco life



**Haier**  
Inspired living

Keep alive the spark of fiery passion

ECO LIFE

SMARTER LIFE BETTER PLANET

UAN: (042) 11-11-42437 www.haier.com.pk

**Eco Passion**

When nature inspired us to keep alive the passion for good food, it fired our imagination to create the perfect microwave oven for you not just preserving the natural goodness of everything you cook, but also preserving the environment you exist in.

As a part of our exclusive range of ECO-LIFE products that use less energy, emit harmless green gas and promotes a more eco-friendly environment.

- 5 power settings
- Cooking chef
- High energy efficiency
- Rapid cooking

**Exhibit 5: Haier product Offerings**







**Exhibit 6: Haier Promotion Budget**

<i>Haier spends 2.75% of their turnover on promotions</i>			
<i>Print media</i>	<i>TV ads</i>	<i>Outdoor activities</i>	<i>Sales promotions</i>
<b>40%</b>	<b>20%</b>	<b>20%</b>	<b>20%</b>

## Exhibit 7: Haier promotional Ads

**Haier**  
Inspired Living

52°C Operation  
Uninterrupted cooling  
even in extreme conditions

Haier 5  
DC INVERTER

CHILL

**Haier**  
Inspired Living

POWERED BY  
**PAM**  
DC INVERTER

صرف Haier کا  
مکمل ڈی سی انورٹر AC

**50% Power saving**  
By DC inverter technology, it can give 50% power saving approx.

**I feel you**  
By detecting number and location of people in the room, airflow, air speed and temperature can be adjusted automatically.

**powerful cooling&heating**  
Haier air conditioner can give more powerful cooling&heating for fast air conditioning of entire room within 18.3 minutes.

**work upto 52 °C [T3 condition]**

**work upto 52 °C [T3 condition]**  
Haier air conditioner can continue to give cooling or heating air even when temperature comes to 52 °C outside.

**3 min**

**PRICE: RS. 51,500/-**




# Haier

## Cup 2013

### Pakistan Tour to Zimbabwe

Date and Time	Match
<b>Fri Aug 23</b> 11:30 GMT   13:30 local 16:30 PKT	1st T20I - Zimbabwe v Pakistan Harare Sports Club
<b>Sat Aug 24</b> 11:30 GMT   13:30 local 16:30 PKT	2nd T20I - Zimbabwe v Pakistan Harare Sports Club
<b>Tue Aug 27</b> 07:30 GMT   09:30 local 12:30 PKT	1st ODI - Zimbabwe v Pakistan Harare Sports Club
<b>Thu Aug 29</b> 07:30 GMT   09:30 local 12:30 PKT	2nd ODI - Zimbabwe v Pakistan Harare Sports Club
<b>Sat Aug 31</b> 07:30 GMT   09:30 local 12:30 PKT	3rd ODI - Zimbabwe v Pakistan Harare Sports Club
<b>Tue Sep 3 - Sat Sep 7</b> 06:00 GMT   10:00 local 13:00 PKT	1st Test - Zimbabwe v Pakistan Harare Sports Club
<b>Tue Sep 10 - Sat Sep 14</b> 06:00 GMT   10:00 local 13:00 PKT	2nd Test - Zimbabwe v Pakistan Queens Sports Club, Bulawayo

No responsibility is taken by Haier for the accuracy of this information





**Haier**  
Inspired living

**Energy Efficient**

ECO LIFE      SMARTER LIFE      BETTER PLANET

**Eco Chill**

- 50% power saving by DC inverter technology
- Intelligent air flow: I feel you
- Powerful cooling and heating
- Auto restart

UAN: 11-11-HAIER    www.haier.com.pk



**Haier**  
Inspired living

**How cool!**

ECO LIFE SMARTER LIFE BETTER PLANET

**Eco Fresh**

The new Haier Ocean series of refrigerators is the coolest idea to have around. Indeed, a mean machine when it comes to performance, even when the outside temperature gets to be 52 degree Celsius, it keeps your provisions cool and fresh. Now, that's so cool!

UAN (042) 11-11-42437 [www.haier.com.pk](http://www.haier.com.pk)  
[www.facebook.com/haierpakistan](https://www.facebook.com/haierpakistan)

**Haier**  
Inspired living

**فری انسٹالیشن**  
محدود مدت کی پیشکش

ECO LIFE SMARTER LIFE BETTER PLANET

**Haier**  
Inspired living

Life's most inspiring moments

**ECO LIFE**

Haier has been constantly improving the lives of its consumers in countless ways with products that save time, save energy, are convenient and friendly to use and aesthetically appealing to every kind of lifestyle.

Nature has always inspired us. And in turn, we create moments that are not just memorable but most inspiring, so you live a cleaner, fresher, healthier, better and more active life.

SMARTER LIFE BETTER PLANET

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**Haier**  
MOBILE

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