ABSTRACT
Brand operation has become increasingly important issue for the domain of marketing and management academic circle. The brand of enterprise will also be regarded as the most valuable invisible asset for the appraisal of investors. The majority of entrepreneur can not but forcibly get order with very little profit, even without profit. As a result, depending on OEM or pure sale to gain profit is full of difficulties. The best way for enterprises to create business chances is the enforcement of brand marketing strategy. The purpose of this Thesis is researching into the pattern and consequence of Acer's branding marketing within Great China through different angles e.g. relative management, problems encountered and solutions, the use of product, price, place and promotion strategies and activities to promote brand name, the possible reasons for falling behind competitors. In addition, some specific proposals endeavour to make with regard to branding marketing strategy. This Thesis use case study method to make qualitative research into the possessive industry and market environment within Acer's Great China area, to evaluate the cause of possible impacts for Acer's branding marketing, through collecting of relative secondary data, objective indepth interview, participation observation, SWOT analysis: strength, weakness, opportunity and threat. The enforcement of branding marketing strategy, skill and the keypoint has to be handled in various industry should be almost the same. Therefore, in addition to make relative conclusion and propose proper proposal for Acer's Great China branding marketing. This research also provide some direction and guidance for those enterprises intend to create business chance in Mainland China.

Keywords: brand operation; brand marketing; marketing strategy