

POSITIONING

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COMPETITIVE FRAME OF REFERENCE

Description:

- ☐ The product offered here is a smartphone so it comes into the major product category Communication industry
- ☐ The industry is generally referred to as the Telecommunications industry, the subset of the communication industry.
- ☐ As our product is a mobile phone which provides most of the high end features at a low cost which makes the product go into the low end mobile phone industry.

COMPETITIVE FRAME CONTD..

Product Category and Frame of Reference:

- ☐ The frame of reference of the product is low-end mobile phones.

Competitors:

- ☐ Our products replace products from companies like Micromax Informatics, YU Tele ventures, Karbonn Mobile, Lava International, Xolo, Intex Technologies, I-Ball Mobile, LYF.
- ☐ The main stream of competitors of our product are the companies or brands which serve the product requirements at a low price.

POINTS OF PARITY

- ❑ The low end smartphone market is prevalent for a very long time, and therefore has set an image of an ideal smartphone in that category in the minds of Customers.
- ❑ So, it is very important to incorporate those features into the product we are going to design.
- ❑ Also , since we are a new player, our early marketing would be based on these Points of Parity to establish our product and brand as Legitimate and credible.
- ❑ So , It is of utmost importance to identify correct points of parity:
 1. Durability
 2. An app store to install apps
 3. A decent camera

POINTS OF PARITY CONTD..

Durability:

- ☐ Competitors like Nokia are known for their Durability for their handsets.
- ☐ Because most of the target customers would be buying this smartphone out of their limited income, Durability is a must have attribute for a smartphone in this category

An app Store to install apps:

- ☐ Many smartphone users see this as an attractive feature. Companies are making small games and applications and putting it in the app store that could impress the customers.
- ☐ Many low end smartphones are also supporting Play-store as well these days

POINTS OF PARITY CONTD...

A Decent Camera:

- ☐ It is expected that most of the end users are expected to use their mobile phone as their primary Camera to click pictures.
- ☐ Most of the companies leveraged this and today it became an industry standard to include one. And most customers don't even consider a smartphone without a camera.

POINTS OF DIFFERENCE

BRAND PERFORMANCE ASSOCIATION:

1. Brand performance benefits.

- ☐ Best voice recognition technology
- ☐ Operate the whole mobile with voice.
- ☐ Very easy calls and text messages.

2. Reliability, durability and serviceability.

- ☐ Well trusted and believed phone.
- ☐ Having an average life span of 3 to 4 years.
- ☐ Providing free service for the first 12 months.

POINTS OF DIFFERENCE CONTD..

3. Service effectiveness, efficiency and empathy.

- ☐ If customer gets any complaint in the initial 6 months, the customer can just call to our customer care number, we will directly come to the customer and solve their problem.
- ☐ Our technicians are very customer friendly.
- ☐ We will reach you in minimum time to provide the services across the country.

4. Style and design.

- ☐ Our smartphone has stylish look, curved edges, covered with gorilla glass having amazing outer designs.

POINTS OF DIFFERENCE CONTD..

BRAND IMAGERY ASSOCIATIONS

- ☐ Today many people are not in a position to access the technology.
- ☐ We want to project our product as a modern solution to eliminate the technological gap that has been existing in society for a long time .

CUSTOMER INSIGHT ASSOCIATIONS

- ☐ We make regular feedback from the customers and work on those to fulfil their needs.
- ☐ We provide easily understandable booklet that provides the information for how to use our smart phone.

POSITIONING STATEMENT

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For Individuals who want to take advantage of the modern technology surpassing the barriers of language, our company provides low end smartphones that not only meet the industry standard but also supasses it by incorporating the latest and most advanced Artificial Intelligent technology, we strive to serve our customers with the greatest technology to the fullest satisfaction.

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