**TECNO enjoys its popularity overseas**

Good morning everyone! Before we begin, let me introduce myself briefly. My name is Ren chenwei and our group is going to talk about the TECNO, one of the most successful Chinese telephone brand, and how it occupies market share in the Africa.

Have you ever heard the name of TECNO? Most of the native Chinese may feel confused, however, the TECNO enjoys its popularity in Africa, occupies nearly 40% of the smartphone market share, and It is no exaggeration to say that almost everyone there has a TECNO mobile phone. Unlike the company such as the Apple and Samsung, TECNO did not explore it market globally. On the contrary, this company appeals to the strategy that TECNO phone is only for the youth in Africa, that is such a risky decision. It takes the company five years to accomplish the goal, and the time proved that the strategy is accurate and correct.

Okay, we know the TECNO’s brilliant achievements, Next, I’d like to talk about the advantages TECNO has: initially, in the past ten years, Africa has experienced many changes, especially in network and economy. Networking and economy is growing at an astonishing speed of its impact on every aspect of the native social life. As a consequence, the demand for smartphones has increased considerably. Because of the average cost level of consumption remains low, High-level mobile phones can not be accepted by the local people because of their high prices. TECNO cut down the price of their phones, makes it possible to be afforded by local people.

Now, you have known the cheap is the key to explore the market, but it is not the main cause that makes TECNO occupies the most part of Africa market. Let ‘s focus on the different between the African and other race in the world. It is the black skin that generates huge problem, traditional camera and algorithm in image processing can not perform well when deal with the self-portrait taken by natives. To deal with it ,TECNO company accomplishes an algorithm that help Make the outline of the person's photo clearer.

To wrap up, TECNO company produces and promotes their products based on the local condition. The phones they sell combine two qualities: cheap and durable, and most significantly, meet the needs of local people. That’ s why this Chinese company enjoy its popularity overseas.