



HTC Marketing Plan

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 abstract: HTC quickly emerged on the smartphone scene with
 the remarkable success of The Sense, one of its first models,
 and broke many industry sales records. People were asking,
 Who is HTC Our research indicates that HTC's rapid rise to
 success was because of innovation and technological
 capabilities. Even though the HTC brand was not widely
 recognized, its smartphones were generating interest. In our
 primary research, we discovered that some people owned an
 HTC phone but did not know that HTC was the manufacturer.
 Obviously, brand awareness was relatively low. For HTC to stay
 relevant in the hypercompetitive smartphone industry, it needs
 serious revamping of its marketing plan. With smartphone
 market penetration increasing to more than 20 percent in the
 past five years and reaching 46.8 percent in Q3 2011, HTC has
 tremendous opportunities to establish a solid market position.
 After examining the market conditions and current HTC...



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