

Bush assignment

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THE NELSON MANDELA

AFRICAN INSTITUTION OF SCIENCE AND TECHNOLOGY

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ASSIGNMENT OF BUSH NUMBER ONE

CASE STUDY OF TECNO WITH "CAMON 20i"

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Tecno mobile company “Tecno Camon 20i”

0. Abstract

The large corporation Tecno Mobile sells goods and gadgets to a wide range of people, notably those from other nations with weak economies.

Based on many parameters, the Tecno Camon 20i will be a solution for various African nations as well as some Asian nations like India. The goal of this research will be to identify this client segmentation. Based on their behavior, geographical, psychological, and demographic characteristics, clients can be divided into many categories.

Many nations, especially those with good preferences but low incomes, can afford Tecno games. This study will go into detail about it.

1. Introduction

A business called Tecno Mobile was founded in 2006 in Hong Kong, China. A high-tech company that combines the creation, research, manufacturing, sales, marketing, and services of mobile communications products is the first mobile phone brand transsion holdings.

¹ Tecno Mobile, which was established as Tecno Telecom Limited, eventually changed its name to Transsion Holdings, with Tecno Mobile acting as one of its subsidiaries. Itel is a second brand that Tecno launched in 2007 and distributed in Africa.

The brand offer diversity in mobile phone and all with low a cost as possible it provides its devices at an affordable price as much as possible.

⁴ With "stop at nothing" as its brand essence, Tecno is dedicated to providing progressive individuals in global emerging markets with the best contemporary technologies. They do this by providing them with elegantly designed intelligent products that inspire consumers from various markets and give them access to localized innovations and design breakthroughs. This commitment is demonstrated by their expertise in providing services to customers who are "young at heart" and never give up on excellence.

The product line of Tecno includes smartphones, tablets, intelligent wearables, and AIoT gadgets designed for users in more than 70 emerging markets globally. Additionally, Tecno is the official sponsor of Manchester City, the 2020–2021 Premier League Champions.

2. Market segment analysis

a. Target segment

¹ In early 2008, Tecno focused entirely on Africa following market research, and by 2010, it was among the top three mobile phone brands in Africa. This is because of the low purchasing power which characterizes most African countries.

¹ Tecno made its debut in the Middle East mobile phone market in 2016. It joined the Indian market in 2017 with the release of its "Made for India" smartphones, the I series, which includes the i5, i5 Pro, i3, i3 Pro, and i7. The business began in Rajasthan, Gujarat, and Punjab and by December 2017 had expanded nationwide.

In addition to Africa and India, the company has identified other growing regions with huge populations but little purchasing power. In 2017, it began trial sales in Pakistan and entered the markets of Bangladesh and Nepal. It has started selling online through several E-commerce outlets, including its own website, as it continues to strive to break into the Pakistani market.

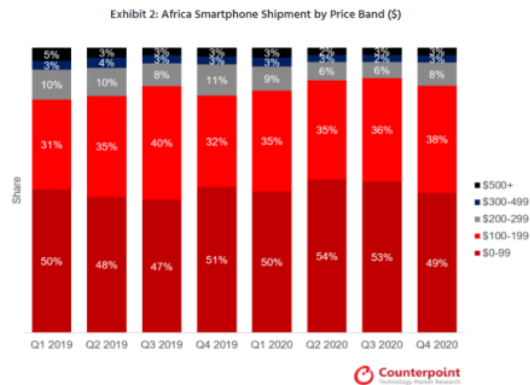
The Tecno Camon 20i will feature screen resolutions, large RAM size of 8 or 16 GB similar to the one used in the Samsung 22 Ultra, and with many features like a good camera resolution in front specifically to pull down the iPhone problem, and a good battery capacity of 6000mAh will make the majority of African and some Asian countries to love it in comparison to other mobile phone brands. In 2020 now Tecno brand with his mobile phone devices become the most popular and the best choice for a most African countries.

Exhibit 1: Africa Smartphone Shipment Market Share, 2020

Africa Smartphone Shipment Market Share (%)	2019	2020
TECNO	17%	18%
SAMSUNG	18%	15%
ITEL	11%	12%
HUAWEI	10%	8%
INFINIX	6%	7%
XIAOMI	2%	4%
OPPO	2%	4%
APPLE	1%	1%
HMD NOKIA	1%	1%
REALME	0%	1%
OTHERS	31%	29%
TOTAL	100%	100%

Source: Counterpoint Research Market Monitor

[image source](#)



[image source](#)

3. Initial analysis

a. Consumer behavior

The majority of people in most African nations want to be able to get a good smartphone or other high-quality equipment for as little money as feasible. Many African citizens at the time needed a touch screen phone, and Tecno supplied them one. It all started when the iPhone released his first touchscreen smartphone.

Apple then releases a second model of the iPhone with further new features. The Tecno firm keeps up with the trend and releases a new smartphone with comparable capabilities at a lower price. The Tecno mobile company is always in the lead for the majority of African nations thanks to this strategy, and it also sells gadgets in India for as little money as possible, just like it does in Africa.

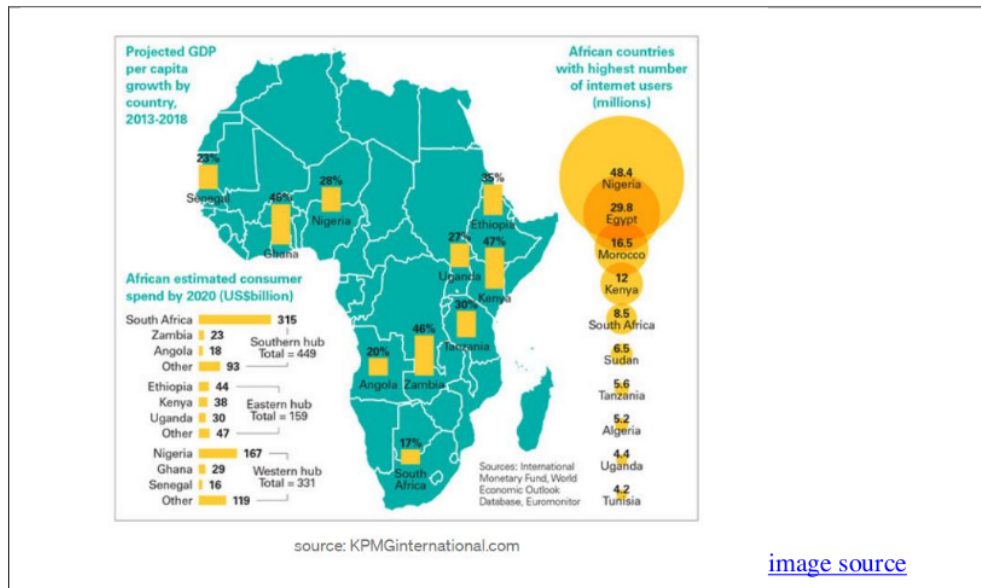
After making large marketing investments, Tecno Mobile discovered that Africans prefer to take high-resolution pictures. The cameras in Tecno's devices are always being improved. Consider the Tecno Camon 16 or 18, which deliver high-quality photography and are more affordable than the iPhone and Samsung.

The Tecno mobile company offers a huge and fairly priced disc space for the bulk of its phones, even though the majority of Africans still back up their data to their handsets. Regardless of how much space is left on their smartphones, the majority of individuals can snap photos and videos utilizing these tools.

The majority of African and certain Asian countries, including India, are known for appreciating the best products at the most affordable prices. Based on the purchasing power of a particular market, these significant Chinese firm tailors its products to that market.

Existing owners of Tecno devices also update to the new model whenever the company produces a new one with new features.

This is only one of the reasons why the Tecno Camon 20i will be the best choice for many African countries given how those countries act in line with Tecno's marketing strategy, which emphasizes cost and comfort with this smartphone.



According to [Loc N Apps](#): “**Affordability and comfort:** These new African customers are like their urban counterparts elsewhere in the world: they are aware of products and quality, they are searching for the latest trends, but they are searching at a budget, and they want a comfortable and attractive shopping setting”

b. Consumer demographic

Because the economy of the majority of African nations is dependent on agriculture. And the majority of African nations practice traditional agriculture rather than modern agriculture.

Due to this, many African individuals are unable to afford expensive, high-quality products.

Again, education is expensive in most African nations, which causes many Africans to be unable to afford it and to begin working young (the majority of them are teenagers) for meager compensation.

A comparable situation exists in some Asian nations, such as India and Pakistan. Some expensive goods and equipment, such as iPhones and others are out of reach for the average person. Most people in those kinds of nations use basic mobile communication models, and because of their lack of education, they don't understand the value of purchasing an expensive device like an iPhone that will be used for at least seven years without any issues. Instead, they choose to purchase a Tecno device with a two-year warranty, and after the phone is ready to be disposed of.

Due to all of these reasons, many African and some Asian nations buy Chinese goods, which are inexpensive and appear to provide their customers with high-quality services. The Tecno Mobile Company offers a cheap answer to a variety of communication and technology-related issues for average people worldwide, not only in Africa.

With its latest smartphones packed of options and features that anyone may use regardless of the consumer's gender or religion, Tecno Mobile continues to innovate the market. Due to the fact that it does not discriminate on the basis of gender or religion, Tecno is a terrific company.

Because they reside in remote areas with numerous power supplement problems, many consumers prefer using Tecno. The battery from Tecno is good and lasts all day without recharging.

With some older Samsung and iPhone models, however, this is not the case; these devices have a serious problem with battery life. Because of this, Tecno offers all of its phones and devices with 24-hour maximum battery life (for a smartphone, this was an improvement), and it may last longer depending on how the user uses his or her phone or device.

The Tecno Camon 20i with an iPhone 12 pro max design will be a success in talked places because of its affordable price and its best features.

c. Consumer physiographic

Beautiful design and high camera resolution are popular among the populace in several African nations. Many people don't want to spend a lot of money on technology, nor do they want to pay more to acquire higher quality.

We can use Burundi, the nation of my birth, as an example. Different folks there cannot purchase a decent Samsung or a better premium product like an iPhone, which is why the majority of people there utilize Tecno mobile phones. The Tecno Common 16 and Tecno Common 18 are the most popular smartphones in my nation due to their appearance and extended battery life (Battery of 5000mAh).

Now that there are power shortages in my nation, everyone has to be able to afford a new Tecno Camon 20i for its extended battery life, high photo resolution, and affordable pricing that most people can afford.

Launching a new Tecno Camon 20i can be successful because consumers are already accustomed to the brand's gaming products, particularly in Burundi and most African nations.

d. Consumer geographic

The majority of African nations make up the target market. This new Tecno Camon 20i would draw them in because of its affordable purchase price. It provides good visuals, and one of its best characteristics is that it uses relatively little electricity. This Tecno Camon 20i leads other devices like Samsung, which is good but not more like because of his power consumption, just as the iPhone is not present in large quantities because of his power consumption. This is also due to the issue of power, which is not enough in some regions and not present in others.

People in most rural areas want to own large devices with large screens, thus they can't compare Tecno and iPhone for example because the Tecno Camon 20i has a 6.8" screen and can't be compared to an iPhone with the same size without being significantly more expensive than a Samsung.

4. Market positioning

With the motto "Stop at Nothing," TECNO is dedicated to **enabling the most cutting-edge technology for forward-thinking people in emerging countries around the world** by

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providing them with elegantly designed intelligent devices that encourage users to explore a world of opportunities.

The Tecno Camon 20i is the greatest option for YouTubers who wish to produce high-quality videos using a phone that is as inexpensive as possible. a telephone that you can use for extended periods of time without needing to charge it or disrupting you while you're working. It will be feasible to use a snapdragon CPU with multiple tasks running at once. Overall, there is a 1-year and 2-month warranty (14 months). This is the best option for all nations, but especially for African and some Asian nations.

5. Conclusion

Given his requirements and in particular for several African nations, the Tecno Camon 20i will be a wise pick. Many buyers will be pleased with this new product. Starting with older clients who used Tecno cellphones and moving on to young individuals who enjoy taking high-quality photos and videos

Because it is less expensive than other smartphones, the Tecno Camon 20i will be a popular seller in Africa and several Asian nations like India.

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