Tecno mobile company Tecno common 20i

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.

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.

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.

Market segment analysis

Target segment

In early 2008, Tecno focused entirely to [Africa](https://en.wikipedia.org/wiki/Africa) following market research, and by 2010, it was among the top three mobile phone brands in Africa. This is because of a low purchasing power which caractirize most of the African countries.

Tecno made their 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 Common 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 6000mAp 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.

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| [image source](https://www.counterpointresearch.com/wp-content/uploads/2021/04/Africa-Smartphone-Shipment-Market-Share-2020.png) |

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| [image source](https://www.counterpointresearch.com/wp-content/uploads/2021/04/Picture1-1024x690.png) |

Initial analysis

1. *Consumer behavior*

In most African countries, most of people wish to afford a good smartphone or good devices for the low price as much as possible. It started when the iPhone launched his first touchscreen smartphone, and a lot of African citizens needed it at this time to get a touch screen phone, and tecno offered them a touch screen phone.

After, iPhone brings out its second model with other new features. Tecno company follows the rhythm and bring out another smartphone with the same features but at a low cost. And with this politic of doing the thing, Tecno mobile company is always on top for most African countries and also provides devices in India with less price as possible like it does in Africa.

After making significant marketing investments, Tecno Mobile realized that Africans want to capture photos with high resolution. Every time, Tecno makes improvements to the cameras in their products. Shoot, for instance, the Tecno Common 16 or 18, which can take quality pictures and are offered at a lower cost than the iPhone and Samsung.

While most Africans continue to back up their data to their smartphones, Tecno mobile company offers a sizable and reasonably priced disc space for the majority of their phones. Most people can shoot images and movies using these tools, regardless of how much space they have left on their smartphones.

Most African and some Asian nations, including India, are known for loving the greatest quality at the lowest price. This large Chinese corporation caters its products to a specific market based on that market's purchasing power.

And every time Tecno releases a new model with additional features, existing users of Tecno devices upgrade to the new model.

This is one of the explanations for why the Tecno Common 20i will be the finest option for various African nations because of how those nations behave in accordance with Tecno's marketing approach, which offers affordability and comfort with this smartphone.

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| [image source](https://miro.medium.com/max/1024/0*SK_L1N6sTqU__vp-) |

According to [Loc N Apps](https://locnapps14.medium.com/?source=post_page-----2739feb6932--------------------------------) : “**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”

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

1. 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 5000mAp).

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

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

1. Consumer geographic

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