HTC Marketing Plan



Filesize: 5.39 MB

Reviews

The book is straightforward in go through better to understand. it had been writtern quite flawlessly and valuable. You can expect to like the way the author publish this book. (Reyes Murphy)

HTC MARKETING PLAN



Grin Verlag Gmbh Mai 2013, 2013. Taschenbuch. Book Condition: Neu. 210x148x4 mm. This item is printed on demand - Print on Demand Titel. - Project Report from the year 2011 in the subject Business economics -Marketing, Corporate Communication, CRM, Market Research, grade: 1,7, San Diego State University (Marketing Department), language: English, 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 performance in the U.S., our team proposes that HTC position itself as a technological leader by targeting consumers ages 18 to 34. This promising segment has potential sales of \$2.5 million.We analyzed the industry and examined external factors that could impact HTC's bottom line. This analysis gave us crucial insight into the smartphone market. We also analyzed the competitive environment that includes Apple, Motorola, and RIM (Blackberry). HTC, which has a positive reputation on the merits of its technology, needs to boldly differentiate itself in the marketplace. Through market analysis, we discovered that HTC has a strong market size, market...



Read HTC Marketing Plan Online
Download PDF HTC Marketing Plan

Related Kindle Books



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

Read PDF »



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

Read PDF »



Harts Desire Book 2.5 La Fleur de Love

Cajunflair Publishing. Paperback. Book Condition: New. Paperback. 112 pages. Dimensions: 8.0in. x 5.0in. x 0.3in.lts late 1974, and high school student, Melinda Dawson is in serious trouble. Within two hours of revealing her suspected pregnancy...

Read PDF »



Readers Clubhouse Set B Lukes Mule

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. Shawn Costello (illustrator). 221 x 147 mm. Language: English . Brand New Book. This is volume five, Reading Level 2, in a comprehensive program...

Read PDF »



The Java Tutorial (3rd Edition)

Pearson Education, 2001. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Praise for "The Java' Tutorial, Second Edition" includes: "This book...

Read PDF »