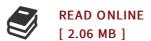




HTC Marketing Plan

By Tobias Kleinmann

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...



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