



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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