

Karbons Mobiles

Parent Company

Karbons Mobiles

Category

Smartphones

Sector

Mobile Handsets

Tagline/ Slogan

Spread a smile

USP

Moderate functions at low price

STP

Segment

Low-Medium range Basic Phones market

Target Group

Low income consumers, Tier-2 cities, Villages

Positioning

Replacing the Biggies like Nokia, Samsung from the low end phones market. As a second phone

SWOT

Strengths

- 1. Provide simple functions at much lower costs e.g.- Loud speakers, wireless FM, ultra long lasting battery
- 2. Regional languages support, Indian calendars, Torch
- 3. Most phones are dual SIM/Triple SIM phones
- 4. Due to Java support a lot of basic applications can be run

Weaknesses

- 1. After-sales customer service not as developed as leading brands
- 2. Many consumers in this group still trust Nokia

Opportunities

- 1. Low-end phones market has become very competitive
- 2. Cut-throat competition has made Dual-SIM phones being available
- 3. Can be used as simple second phones

Threats

- 1. Threat from low price well known brands
- 2. Other lower end phones brands

Competition

Competitors

1.Nokia Low-end Dual SIM phones
2.Lava phones
3.Samsung Guru Series
4.Micromax Mobiles
5.Lemon mobiles