

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**

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|---|
| 1. Provide simple functions at much lower costs e.g. - Loud speakers, wireless FM, ultra long lasting bat |
| 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

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

### Opportunities

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| 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

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

### Competition

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