

**HTC**

**Parent Company**

**HTC**

**Category**

Smartphones

**Sector**

Mobile Handsets

**Tagline/ Slogan**

Quietly Brilliant ; Smart mobility

**USP**

One of the best implementation of Android OS

**STP**

**Segment**

Stylish and smart touch phones

**Target Group**

Urban people from middle and upper income class

**Positioning**

Device which is helps in communication and also serves as an entertainment device

**SWOT**

**Strengths**

1. The company is known for best overlay of Android OS with HTC interface
2. High product quality offered by HTC for all its products
3. Highly popular in the urban market
4. The brand sold its mobile technology to Google in 2017
5. HTC continues to invest in research & development in the smartphone and electronics segment

### Weaknesses

1. Limited of advertising and marketing
2. Loss of market share over the years has impacted HTC

### Opportunities

1. Growing and untapped market for Android
2. Tie-up with other consumer electronic brands to drive mobile business

**Threats**

1. Threat from cheaper substitutes and other lower entry mobile phones

2. Change in tax policies & global recession can impact brand

**Competition****Competitors**

1. Apple

2. Nokia

3. Samsung

4. LG