

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