



Marketing management **Mobile Phones**

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Marketing Management - Mobile Phones

INTRODUCTION

A mobile phone [also known as a cellular phone, cell phone, and hard phone] is a device that can make and receive telephone calls over a radio link while moving around a wide geographical area. It does so by connecting to a cellular network provided by a mobile phone operator allowing access to public telephone networks. By contrast, a cordless telephone is used only within the short range of a single, private base station. In support of a variety of other services such as text messaging, MMS emails, internet access short-range wireless communication business application gaming, and photography. Mobile capabilities are referred to as smartphones

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WHY I SELECTED THIS PRODUCT/SERVICES ?

Today technology has taken a new approach to ease of use, putting ever thing the internet has to offer on mobiles application. In other to be competitive in the business who consider mobile marketing as a means to reach consumers who are on the go with a right mobile marketing campaign, your business can be in the palm of consumers hand, making it easier for them to spend their hard-earned money on your quality product and services. Mobile marketing specialists are trained and proficient application development with several CMS (content management system), including word press, formula, and magneto. Team members understand the in's and out's of iPhone / iPad SDK, windows mobile SDK, and blackberry SDK app technology that appeal to the target audience. Not only in mobile marketing, the answer to expanding your business, but it is a great way to increase exposure and revenues. Mobile technology is moving fast, so there is no time to waste.


OUR COMPETITIVE MOBILE BRANDS THAT EXIST IN THE MARKET





I Phone
Samsung
Vivo
Oppo
Mi

What are permission and licenses would be required to make the product? The number of licenses and permits from the federal state and government are required to start a phone manufacturing business. Since licensing and permit requirements for small businesses can vary among jurisdictions. It is critical to contact the state government to determine specific obligation keeping this in mind, below are various permits or license required for phone manufacturing

1. Waste electrical and electronic equipment [environmental]
 2. Federal communication commission and FCC [electrical and radio]
 3. European Conformity or CE [Eurozone regulation]
 4. Restriction of hazardous substance or RoHS
 5. Radio standard specs or RSS [radio]
 6. IP regulations
 7. Design Patents
 8. Trademarks
- 

What are my competitor's unique selling proportions?

In business, there will always someone more significant than you, who has more marketing money than you have been in business longer than you, who may even be able to deliver a product or service of a lower price. Your competitors may have a higher internet search ranking and an army of followers on Facebook. Before you can begin to sell your product or services to anyone else, you have to sell yourself on it. This is especially important when your product or services are similar to those around you. The key to effective selling in this situation is what advertising and marketing professional call "unique selling proportion" USP. Unless you can pinpoint what makes your business unique in the world of homogenous competitors, you cannot target your sales efforts successfully.

My competitors have the following type of USP for marketing:



1. Samsung mobile –“The next big thing is here,” “BC creative.”

2. I phone - “It doesn’t take a genius, “think differently.”

3. One Plus – “Never Settle”

4. Vivo – “Camera & Music”

5. Oppo – “Selfie Expert”

6. MI – “Accelerate Your Life”

➤ Logo



TAGLINES:

"HELLO TOMORROW"
"HELLO FOR THOSE WHO DO"

PRICING:

The selling price of the product is somewhat higher than local brands. Wholesalers charge rate slightly higher than what he paid to the producer. And retailer who purchases goods from wholesalers increases the price again when they sell the products.

SELLING PRICE TO CONSUMERS:

I Phone 6[16 GB] MRP- 45000/-
Samsung note-4 MRP-50000/-
HTC M8 MRP-38000/-

SELLING PRICE TO RETAILERS:

I Phone 6[16 GB] MRP- 40500/-
Samsung note-4 MRP-44300/-
HTC M8 MRP-33100/-

SELLING PRICE TO WHOLESALERS:

I Phone 6[16 GB] MRP- 35000/-
Samsung note-4 MRP-39000/-
HTC M8 MRP-28000/-

PROFIT MARGIN:

Manufacturer 80%
Wholesalers 12%
Retailers 8%

What is the name of our product?

HELLO

Our products range?

Different ranges of mobile phones and other electrical products

In mobiles: 1

1. Aqua Phoenix
2. S4 canvas
3. Eloqua 13
4. P55 Novo
5. Aqua shine
6. Aqua spark

FEATURES OF TWO MOBILES OF HELLO:



Brown 1 - Mobile Phone

- 4.7" HD IPS Display
- Dual SIM
- Quad-Core Processor
- 4G LTE.
- Android Nougat
- 16GB ROM - 2GB RAM
- 13MP + 8MP camera
- microSD expandable 64GB
- Finger Print Sensor
- OTG Support
- 5.8mm Thickness

Hello aqua phoenix

8" super AMOLED screen

Quad-core processor

Speedy processor [1600 MHzs]

Lots of RAM [2048 MB RAM]

Huge display [5.55 inches]

High pixel density screen over 250ppi [265ppi]

High-resolution camera [8 mega pixels]

Fast mobile data support [4G]

NFC HDMI connector for TV-out [via micro USB]

Supports special active for inputs

HELLO S4 Canvas

Dual-core processor

Speedy processor [1500MHz]

Lots of RAM 2048 MB RAM

Extremely high pixel density screen, over 300 PPI

High resolution display [720 x 1280 pixels]

High-resolution camera [8 mega pixels]

Fast mobile data support [4G]

NFC

HDMI connector for TV-out



PACKING AND LABELLING:

Packing and labeling are the most important areas of product management. Contrary to the common perception that these are all about creating an image and decent presentation of the product. Packaging and labeling have more important, relevant purposes and objectives. These include physical protection of the product from destructive things that may spoil or ruin in. Other purpose includes containment, convenience, marketing, security, informing about use, transportation storage, or disposal of the product. Pack and label of product designing the label and packages of products required careful planning

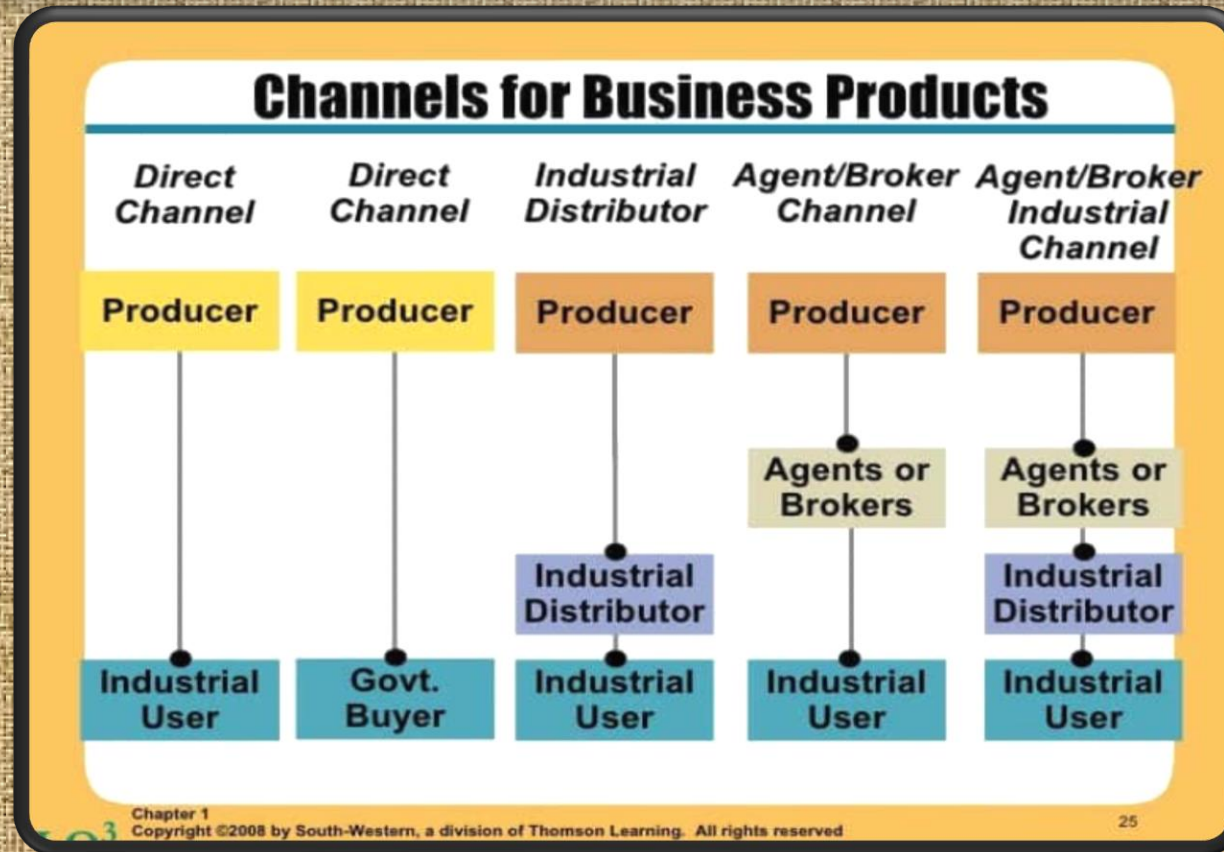
PACKING REQUIRES THESE STEPS

1. Name of the products.
2. Colors of your packing.
3. Overall packing and labeling design.
4. Weight and measurements.
5. The number of units per package.
6. Picture of your products or label.
7. Packing label.
8. Make sure electrical products are suitable for proper environmental use.
9. Environmental effects on your products.
10. Country of design.

TRANSPORTATION:

Road transport is suitable for the shipping of products. In which lorry or van is an excellent option to move goods from one place to another, road transport is cheap, convenient and one of the most flexible modes of transportation. And also road transport connects areas well. Provides door to door service.

CHANNEL OF DISTRIBUTION:



CERTIFICATE:

This is to certify that Your Name of XII- D of Your School Name has completed his project under my supervision. He had taken proper care and utmost sincerity in completing his project. I certify that this project is up to my expectation and as per guidelines issued by CBSE.

ACKNOWLEDGMENT:

I owe a great many thanks to many people who helped and supported me. My sincerest thanks to my teacher Mrs. XYZ the guide of the project she helped in correcting various sheets in the project and handle it with attention and care. She had gone through the project and handle made necessary corrections as and when needed. I express my thanks to the principal Mrs. XYZ for extending her support. My deep sense of gratitude for everyone who supported and guided me .thanks and appreciation to all helped teachers and friends for their support without whom this project would have been a distant reality.