

# Opportunity and Vivo – A Plan to Rule

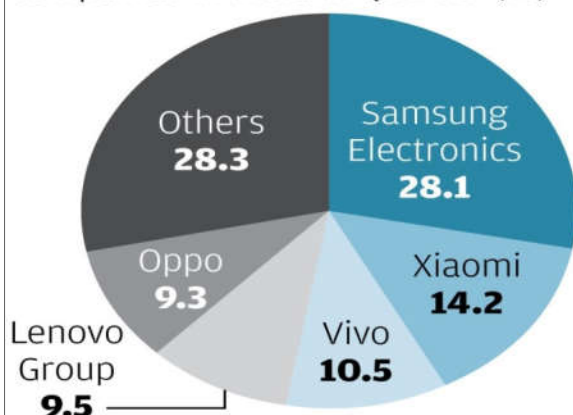
The Oppo and Vivo are both Chinese companies and they actually entered the Indian Smartphone market with a plan to rule the market.

The impact of new entrants in Indian smartphones market is remarkable, as per the Q1 & Q2 results. The Oppo & Vivo seems to have made a mark specially, when they are found to capture nearly 20 % market share to challenge the old players like Apple, Samsung, Sony, Lenovo and others.



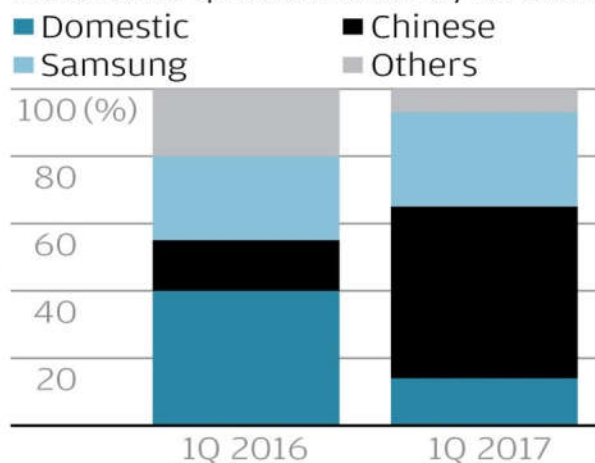
## Extending reach

Market share of top 5 smartphone companies in India in Q1 2017 (%)



Sources: IDC, India Ratings & Research

Indian smartphone market by vendors



SCMP

| Factor of comparison               | Oppo   | Vivo   |
|------------------------------------|--|--|
| Formed in China                    | 2004   | 2009   |
| Entered International Market       | 2010   | 2014   |
| Brand Famous as                    | Oppo Camera Phone  | Hi-fi & Smart brand  |
| Technology Breakthroughs           | Mobile Photography. For the last 10 years, <i>OPPO</i> has been focusing on manufacturing camera.  | Professional-grade audio, extraordinary appearance, and fast and smooth user experience.                                     |
| Global Ranking                     | 5 <sup>th</sup>  | 6 <sup>th</sup>  |
| Major Product Lines                | Smart phones, Blu-ray players, Other electronic devices  | Smart phones, smart phone accessories, software, and online services.  |
| Entered Indian Market              | 2013   | 2014   |
| Innovation                         | Pure Image (PI ) puts <i>OPPO</i> provides incredible photographic equipment within the smartphone industry, also offering a multiple camera design platform                                   | Hi-Fi chip, introduced and upgraded its all mobile smart phones, Hi-Fi Music   |
| Efforts to Create Brand Visibility | Oppo is the official sponsor of Indian National Cricket team and managed to get their name on Team's Kit from 2017- 2022 which include the 2019 world cup in England and 2020 T20 world cup in | Sponsored the TV shows such as Colors Comedy Nights with Kapil, MTV Roadies, the sponsorship rights with IPL for 2016 & 2017 |

|                             |   |  |
|-----------------------------|---|--|
|                             | Australia.  |  |
| Global Share                | 2.8%  | 2.7%   |
| Market Presence             | 20 Countries  | India, Malaysia, Indonesia, Thailand, Myanmar, Vietnam and Philippines.  |
| Certified in                | 20 Countries  | 100 Countries & Regions  |
| Employment by Make in India | 5,000 Indian Employees (approx.)  | 2,200 Indian Employees   |
| After Sales Service Centres | 180   | 200  |
| Production Capacity         | 10 million handsets in this year  | One Million Units / Month  |
| Retailers                   | 35,000  | 10,000   |
| R&D Centers                 | 2   | 4  |
| Market Strategy             | Oppo has 13 companies in India to monitor the businesses, the actual operations right from import of handsets to local distribution, marketing, sales and after-sales service | Vivo has 24 companies in India, to monitor the businesses, the actual operations right from import of handsets to local distribution, marketing, sales and after-sales service |
| Marketing Budget this year  | 2,200 crores  | 2,200 crores   |

Other factors boosting the smartphone sales :

1. Impact on Games Segment: global share of smartphones in 2017 is 32% by 2020 will rise to 40%
2. New features and smart phone models at affordable rates.
3. Cheaper Internet plans
4. Increased storage capacity
5. High quality photography

Benefits :

1. Global reach, half of all internet users got online in February 2017 using mobile devices.
2. India's monthly social media penetration is 14

Concerns :

The major concern for both companies should be the quality of their phones. If they are not able to keep up to the standards, then their plan might just get ruined by other sharks like Xiaomi and One plus.

There is tough competition amongst Indian and Chinese mobile companies. As of the quarter ended March 31, Chinese players had a 22% share of smartphone sales, which is expected to increase to 25%.

Micromax, which used to be the number two smartphone manufacturer in India, saw an annual decline of 20 per cent. Intex, Lava and Karbonn follow in the list respectively, but all have seen a double-digit decline in their annual growth.

Oppo and Viva are the true Innovators in features, affordability and technology.

**Innovation = Creativity + Implementation.**

Market share will go to the most innovative companies especially those who innovate on their products as well as their sales, marketing, people, processes, finance and all aspects of operation.

Organizations who succeed for the long time are not the ones with innovative products but a sustained innovation culture supported by right leadership and organizational environment.

All the ideas for innovation cannot be used or explored but which ones can be narrowed, polished and implemented needs a strong methodology.

Business Consultants Inc. Japan has a deep research and study on how do exemplary organizations stay competitive and sustain their high levels of performance.

So if your company wants to gain market share, or regain a market share, or create a sustainable presence you can reach out to your partners in BCon <http://www.bcon.jp>