



LIVE 4 SEASON

CASE STUDY

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SAMSUNG INDIA CASE STUDY



Case Study:

Smart phones have become the single biggest discontinuity in telecom since the advent of cellular technology itself. It has led consumers to use their handsets in ways reaching far beyond the rudiments of basic mobile phones. With the power of super charged processors, open platforms & multitude of applications, consumers can now multi task, customize phones & experience the wonder of mobile applications like never before.

It's no surprise that the adoption of smart phones worldwide has grown vertically in the short span of last 2 years. Globally, today smart phones contribution stands at 27% of handset sales, going as high as 63 % & 51% in the developed telecom markets of North America & European Union respectively

Smart phone category in India is still very nascent at 8%. The comprehension of smart phones & their adoption thereof has been rather gradual. Samsung has made sustained efforts & investments towards evangelizing the smart phone category in India thru various initiatives listed below:

- Single minded category building wherein "Smart Phones connote Magic of personalized mobile experience.
- Consistent advertising to promote smart phones.
- Extensive consumer experience delivery in the market.
- Creation of Samsung specialized Smart phone channel.

Samsung wants to double the smart phone penetration from present 8% level 16% over next 12 months & grows its share from present 50% to a disproportionate 70% share of the category. What strategy or initiatives should Samsung adopt to trigger the above?