

Best Practices in Strategic Management for Mobile Phone Manufacturers

Introduction

In this paper, our team presents the best practice strategies on the whole chain of the phone industry. In our research, we establish several innovation standards, including technology level, management level, meeting demands level and historical level, analyze the marketing strategies, including the product design, manufacture and marketing strategies in the phone industry, and summarize the best practice strategies by comparing some famous companies, including Apple Company, Samsung, HTC and Xiaomi Company. This paper is designed for the managers in mobile phone companies.

Background

Currently mobile phones are widely used among people because of their abundant functions, such as phone games and camera functions. Further, the mobile phone industry dominates more and more market share in the electronic market sector. Apple and Samsung are the most successful phone companies in the world and include in their offerings the iPhone series, the galaxy series and galaxy notes series. These products are popular among young people because of the innovative design and abundant functions. HTC and Xiaomi Company in China dominate the largest market share in the phone market because of their products have high cost-performance ratio and excellent marketing strategies, such as the hungry sales strategy.

Discussion

The innovation would leave the shocks towards the original markets, so it is necessary to understand the enterprise innovation standards to accelerate the innovation speed. We believe our method to evaluate the innovation capabilities of mobile phone manufacturers is itself a best practice. Nowadays Apple and Samsung dominate the largest market share in the world, and HTC and Xiaomi dominate the largest market share in China. In terms of the product design, the phone companies should outsource unimportant components and maintain high-quality appearance and

structure design. Next, in manufacturing production, the phone company ought to outsource mobile components to different original equipment manufacturers in order to lower the risk and maintain multi-supply chains. Finally, the phone companies should identify the role of advertisements, the sales strategies to stimulate consumers to buy, the benefit from the intellectual production and the effect of multiple-types strategy.

Recommendation

Apart from product design, manufacturing and marketing strategies, there are also two noteworthy factors for further research. The first factor is the application of the existing technology such as fingerprint recognition of Iphone 5s and holographic 3D of Takee. Further, software binding is also a potential factor like the binding of Google Mobile Service which is compulsory for all the Android manufacturers. Therefore, further study combing these two factors could be beneficial to gain comprehensive understanding of the mobile trend.