



# htc quietly brilliant

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## HTC Company

Founded in 1997, HTC is a leading manufacturer of mobile devices and software. The company is known for its innovative products and strong focus on user experience.

## HTC's Five Focus

- 1. Innovation
- 2. User Experience
- 3. Brand
- 4. Performance
- 5. Sustainability

- Keep prices low
- Focus on portability in the workplace
- Bargaining power

- Leverage our Manufacture
- Intellectual Property
- Patent Wars
- Licensing agreements

\$40 Billion - Android 1 of 10

## HTC's Strategic Plan

- Leverage our strengths
- Innovate at a speed faster than competitors
- Focus on value addition

## Key Strategic Issues or Challenges

- Product Portfolio
- Differentiation
- R&D Strategy
- Tablets

## Potential Options Available to HTC

- Focus on mobile, differentiate on usage
- Focus on mobile for primary business
- Diversify into other areas

## Conclusion: HTC's Future Success

- Continue to build on long history of innovation
- Build on core brand image
- Create a differentiated strategy that allows HTC to outpace competitors in the market
- Improve processes to follow

## References

Source: Various sources, including industry reports and company documents.



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# HTC Company

Formation: 1997 C. Wang, HT. Cho, P. Chou, Taiwan

Industry: worldwide operations in telecom sector

Since 2007, introduced many mobile devices including smartphones, tablets and operating systems such as Andriod and Windows Phones.

"Our customers guide everything we do at HTC, and it's this commitment that defines the company. "

# HTC **Nature of Bussiness**

HTC's company's nature is stated from their website is as follows:

- Success starts where it ends:with the customer
- Dedication and Experiential, Interactive Design
- Innovation Through Collaboration
- Empowering the Most Personal Experiences


# Analysis of HTC's Industry & Potential Profitability

## Mobile devices

- Growing
- Fashion statement
- Lifestyle
- Used on multiple networks

## Smart phones

- Email
- Web searching
- Downloading files
- Apps



Barriers to  
entry

## Two approaches

- Hardware software
- HTC