

**i-Ball Mobiles**

**Parent Company**

**i-Ball**

**Category**

Smartphones

**Sector**

Mobile Handsets

**Tagline/ Slogan**

Your i-ball view Our technology new.

**USP**

i-ball's brand name in computer hardware

**STP**

**Segment**

Low-Mid range phones with basic functions

**Target Group**

Specific users e.g. - Old age group, phones for water sports

**Positioning**

Provide attractive looking dual-sim phones with specific user needs

**SWOT**

**Strengths**

- 1. Good will of i-ball products in computer peripherals.
- 2. Very stylish looks.
- 3. Innovative design ideas
- 4. Specially designed phones for old age people
- 5. Waterproof phone

**Weaknesses**

- 1. Non-aggressive marketing and branding
- 2. Very few options of handsets to choose from as compared to leading brands

**Opportunities**

- 1. Using i-balls trusted name in computer peripherals , they must come up with more models and better
- 2. Untapped market opportunities

**Threats**

- 1. Cheaper competitive products

**Competition**

**Competitors**

1.Micromax Mobiles
2.Lemon Mobiles
3.Maxx mobiles
4.Karbonn Mobiles
5.Lava Mobiles