

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

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| 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

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

Opportunities

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

Threats

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| 1.Cheaper competitive products |
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Competition**Competitors**

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