

# Risk Evaluation of China's Smartphone Industry 2014-2019

<https://marketpublishers.com/r/R8059B78D2FEN.html>

Date: March 2015

Pages: 56

Price: US\$ 1,190.00 (Single User License)

ID: R8059B78D2FEN

## Abstracts

This report focuses on systematic evaluation and analysis of Internal Risks (arising within the industry development itself) and External Risks (arising from the surrounding environments) in China's smartphone production industry and consumption market. The major internal risks recognized in this industry include industry growth stage, industry competition pressure, market entry barriers, industry volatility, and technology challenge. The major external risks include factors like profit decline, regulation force, dependence on imports, and other risks (namely shortage of upstream supply, competition from substitutes, and purchase potential decrease).

The risk evaluation and threat rating concentrate on mainland China's smartphone market under the industry conditions and environments in 2014. Forecasts and projections have been performed for the trend of industry risk over the next five years (2014-2019). All the identified risk factors are measured quantitatively according to GMD's novel numeric system, i.e. each risk is evaluated with GMD Risk Index Number (GMD RIN) and GMD Risk Intensity Level (GMD RIL). These in-depth appraisals and analysis about risk considerations & controls provide a comprehensive understanding of the current risk factors and likelihood of risk development trends. Moreover, this report also concludes Critical Success Factors (CSFs) and novel strategies to help identify fresh growth point and overcome the threats and obstacles of doing manufacture/business in China's smartphone industry.

## Companies Mentioned

Samsung Electronics Co., Ltd.

Xiaomi Technology Co., Ltd.

Coolpad Group Limited

Apple Inc.  
Lenovo Group Ltd.  
Huawei Technologies Co., Ltd.  
ZTE Corporation  
OPPO Electronics Corp.  
Meizu Technology Co., Ltd.

## Contents

### **CHAPTER I. INTRODUCTION**

- I-1. Report Scope
- I-2. Evaluation Methodology
- I-3. Executive Summary

### **CHAPTER II. INTERNAL RISK**

- II-1. Overview of Internal Risk 2014-2019
- II-2. Industry Growth Stage 2014-2019
- II-3. Industry Competition Pressure 2014-2019
- II-4. Market Entry Barriers 2014-2019
- II-5. Industry Volatility 2014-2019
- II-6. Technology Challenge 2014-2019

### **CHAPTER III. EXTERNAL RISK**

- III-1. Overview of External Risk 2014-2019
- III-2. Profit Decline 2014-2019
- III-3. Regulation Force 2014-2019
- III-4. Dependence on Imports 2014-2019
- III-5. Other Risks 2014-2019

### **CHAPTER IV. SUMMARY AND FORECAST**

- IV-1. Summary of Smartphone Industry Risk in 2014
- IV-2. Forecast of Smartphone Industry Risk to 2019

### **CHAPTER V. CRITICAL SUCCESS FACTORS (CSFs)**

### **CHAPTER VI. RELATED REPORTS**

## List Of Tables

### LIST OF TABLES

- Table 1. List of Risk Factors and Weight Percentages
- Table 2. Definition of GMD Risk Index Number (RIN) and GMD Risk Intensity Level (RIL)
- Table 3. Overall Risk Index Numbers of China's Smartphone Industry 2014-2019
- Table 4. Overview of Internal Risk 2014-2019
- Table 5. Leading Brands in China's Smartphone Shipments 2011-2014
- Table 6. Competition in China's Smartphone Market by Brand Awareness 2010-2014
- Table 7. Price Competition in China's Smartphone Market 2011-2014
- Table 8. Sale Shares of China Smartphone by Marketing Channels 2013-2014
- Table 9. Slowdown of China's Smartphone Industry 2009-2019
- Table 10. Overview of External Risk 2014-2019
- Table 11. Overview of China Smartphone Users and Penetration 2009-2014
- Table 12. Outlook of China Smartphone Users and Penetration 2014-2019
- Table 13. Summary of Risk Evaluation in 2014
- Table 14. Summary of Risk Outlook in 2019
- Table 15. List of Critical Success Factors

## List Of Figures

### LIST OF FIGURES

- Figure 1. GMD RIN of Internal Risk Factors in 2014 on Radar Chart
- Figure 2. GMD RIN of Industry Growth Stage in 2014 and 2019
- Figure 3. Upgrade of Air Interfaces in China's Smartphone Shipments 2009-2019
- Figure 4. GMD RIN of Industry Competition Pressure 2014 and 2019
- Figure 5. GMD RIN of Market Entry Barriers in 2014 and 2019
- Figure 6. GMD RIN of Industry Volatility in 2014 and 2019
- Figure 7. GMD RIN of Technology Challenge in 2014 and 2019
- Figure 8. GMD RIN of External Risk Factors in 2014 on Radar Chart
- Figure 9. GMD RIN of Profit Decline 2014 and 2019
- Figure 10. Average Selling Price of China Smartphones 2009-2019
- Figure 11. GMD RIN of Regulation Force in 2014 and 2019
- Figure 12. GMD RIN of Dependence on Imports 2014-2019
- Figure 13. China's Smartphone Export and Its Share in Total Output 2009-2019
- Figure 14. GMD RIN of Other Risks in 2014 and 2019
- Figure 15. Trend of Urban and Rural Household Income in China 2009-2019
- Figure 16. Comparison of Risk Factors by Weighted RIN in 2014
- Figure 17. Comparison of Risk Factors by Predicted Weighted RIN in 2019

## I would like to order

Product name: Risk Evaluation of China's Smartphone Industry 2014-2019

Product link: <https://marketpublishers.com/r/R8059B78D2FEN.html>

Price: US\$ 1,190.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R8059B78D2FEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970