

Tecno Development in Africa and Its Product Strategies

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Abstracts

In 2008, Chinese mobile phone brand Tecno made inroads into the African feature phone market. At that time, 80% of the market was held by Samsung and Nokia. Within two years, Tecno had become the third largest feature phone brand in Tanzania, Nigeria, and Ghana, closely behind Samsung and Nokia. Following the launch of its first Android-based smartphone T1 in 2012, Tecno sold nearly 20 million feature phones and smartphones in that year. In 2016, Tecno had a majority share in Tanzania and Nigeria. This report provides an overview of Tecno's smartphone development in Africa and analyzes its product strategies dedicated to the African market.

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