

4Ps Empirical Analysis on the Export of TRANSSION to Africa

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Abstract. From the perspective of 4Ps, this paper analyzes the reasons for the success of the TRANSSION company's export to the African market. It uses the method of combining theory with practice to analyze the voice phone in detail from 4Ps, including product, price, channel and promotion. With good localization strategy, targeted and differentiated marketing strategy for African market, the success of the company is possible. In a word, the characteristics of 4Ps marketing strategy of the company are: to use targeted products in line with the low price of the market, to use multiple channel strategies together, and to enrich effective promotion strategies.

Keywords: 4Ps analysis; TRANSSION; African market.

1. Introduction

Founded in Hong Kong in July 2006, TRANSSION Holdings is a high-tech enterprise engaged in R & D, production, sales and service of mobile communication products. Since its establishment, the sales of TRANSSION has been mainly for the African market. After more than 10 years of development, it has become one of the major mobile phone suppliers in the African market. At present, the market share of voice phones in Africa is as high as 46%, ranking first in Africa, surpassing international famous brands such as apple and Samsung. According to TRANSSION Holding, it is expected to achieve an operating revenue of about 10.452-11.085 billion yuan in the first half of 2019, an increase of about 4.47-10.79% year on year. According to IDC figures for 2018, TRANSSION ranks 4th in global mobile phone brands and hold the largest market share in Africa.

Many scholars use 4Ps theory to analyze the marketing activities of enterprises. In the analysis of enterprise marketing strategy based on STP strategy and 4Ps strategy -- Taking Huawei as an example, Li gourong analyzed the marketing of China's communication enterprises by using STP strategy and 4Ps strategy, and proposed specific strategic options. Pang Yating in "analysis of decathlon's marketing strategy based on 4Ps theory" takes decathlon sports professional supermarket as the research object, and analyzes and discusses decathlon's marketing strategy based on 4Ps theory.

2. Analysis on the Export of TRANSSION -- 4Ps Analysis

4Ps marketing theory is summed up as a combination of four basic strategies, namely, product, price, channel and publicity. The English prefix of these four words is p, plus strategy, so it is called "4Ps" for short.

2.1 Product Strategy

TRANSSION has the largest market share in the African market, which is fundamentally based on good products. When making product strategy, the primary consideration of communication is customer demand orientation. Before entering the African mobile phone market, TRANSSION used to investigate the competition and mobile phone users in the African mobile phone market. It has set up R & D centers in Lagos, Nigeria, the largest population country in Africa, and Nairobi, the capital of Kenya, to conduct local demand mining. As could be seen from figure 1, After ten years of marketing in Africa, the TRANSSION is clear that in order to firmly grasp and continuously expand the market share of international mobile phones, it is necessary to find out the needs of users, win the market with practical and serial products, and create a brand deeply popular with the people. Only in this way can we achieve long-term development.

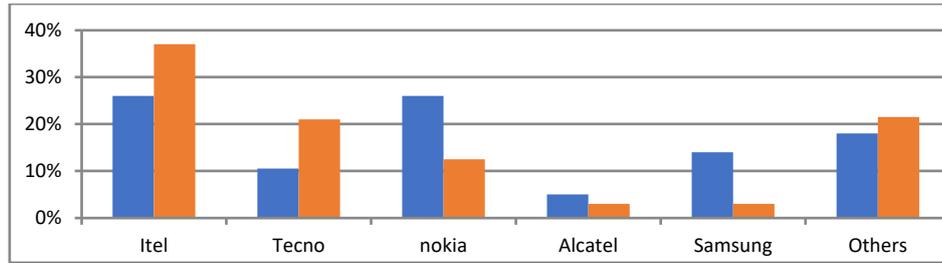


Figure 1. Comparison of African function machine market in the second quarter of 2018 and 2019

As could be seen from table 1, Under TRANSSION, TECNO, INFINIX and ITEL are the three main brands. TECNO and INFINIX all contain four product series. ITEL, as a low-end brand, has only three series. TECNO, INFINIX and ITEL, the main brands of function machines, have special functions such as multi card, meihei, super large speaker, super long standby, which can well meet the special needs of consumers.

Table 1. brand series of TRANSSION phones

TECNO	INFINIX	ITEL
Business series	ZERO series	Fun series
All-metal series	NOTE series	Music series
Hdsee HD series	HOTS series	iNOTE smart machine series
Flagship smart machine	HOT series	

In Central Africa and even the whole African continent, power resources are scarce, so consumers prefer cell phones with powerful batteries. In 2008, the company launched ITEL series, which is committed to providing each user with high-quality and reliable mobile communication products with high cost performance, mainly functional machines. In addition to its low price, the key to the success of ITEL function lies in the fact that ITEL function machine realizes the super endurance function. Young people all say that the standby time of TRANSSION is far longer than that of American and Korean brand mobile phones. They think ITEL's battery is the most powerful, with talk time of several hours and standby time of several days. In addition to the battery with superior performance, young consumers in Central Africa think that the fuselage design of ITEL mobile phone is also very good. This is also often mentioned by female consumers. Generally speaking, female consumers are more concerned about the appearance of mobile phones than the standby time. And ITEL mobile phone has both appearance and practicability, winning the favor of the majority of users.

Another powerful tool for TRANSSION to open up the African market is the dual sim cell phone. Africa has backward infrastructure and small network coverage, so most mobile phone users are equipped with two SIM cards to switch the network at any time. Most people in Africa have limited spending power and cannot afford the price of two mobile phones. In 2007, Tecno launched the first dual card dual standby mobile phone t780, becoming the first dual card mobile phone in the African mobile phone market. Subsequently, the company increased its R & D and launched the first four card model 4runner, which was widely praised and further expanded its market share. Meanwhile, Tecno mobile phone's "Assassin's mace" also has a powerful map repair function. Young people like to use the function of repairing pictures frequently to facilitate communication on social media. Tecno mobile phone solves people's demand for high-quality images very well. In addition, the sound quality of techno mobile phone is also very good. After that, it launched a "meihei" technology mobile phone for African consumers' love of selfie.

In 2012, TRANSSION Holdings made INFINIX the favorite Internet smartphone brand for young people. INFINIX's products with a sense of technology and fashion have become an essential element for young people to lead the trend and experience intelligent life. Africans like music. The smart phone music player of the TRANSSION has the characteristics of large loudspeaker. In order to cater

to the fashion pursuit of the young generation in Africa, the music mobile phone BoomJ8, which is suitable for the taste of the young people in Africa, was launched in March 2017, with a specially customized headset. The headset is not only equipped with a high-power speaker, but also has a deep optimization of the subwoofer. It only needs to draw an "M" gesture to play the music, which well meets the needs of Africans for rhythm.

2.2 Price Strategy

There are many factors that affect mobile phone pricing. First and foremost, the cost factor. TRANSSION does not have Apple's ability to control "hardware + software + service" in the whole process, nor Samsung's strong industrial chain integration ability. In addition, due to cost factors such as patents and operating systems, TRANSSION adopts a low price strategy. The second is the level of consumer consumption. Compared with developed countries, Africa's economy is relatively backward, and people's living standard and consumption level are relatively low. Therefore, the pricing of sound transmission phones must meet the consumption level of African mobile phone users, as well as the company's profit level. With Africa's economic development stepping into the fast lane, TRANSSION is mainly low-end brands, but also gradually testing the high-end business smart phone market, with the current price around 2000. Finally, it is the influence of competitors. The price of function phone is influenced by Nokia price, and the price of smart phone is influenced by Samsung price.

Table 2. Best selling list of mobile phone stores in August 2019 in Africa

Ranking	Brand	Type	Price (RMB)
1	TECNO(TRANSSION)	Tecno W4	492
2	TECNO(TRANSSION)	Tecno W3	425
3	INFINIX(TRANSSION)	Infinixhot3-X554(16g+1g)	547
4	HUAWEI(Huawei)	Huawei Y6 Pro	717
5	TECNO(TRANSSION)	Tecno Y2	300
6	ITEL(TRANSSION)	Itel IT1408	250
7	INFINIX(TRANSSION)	Infinixhot4-X557(16g+2g)	700
8	ITEL(TRANSSION)	Itel IT1550-calx	417
9	GIONEE(Jinli)	Gionee M5mini	748
10	TECNO(TRANSSION)	Tecno C8 canon8	797

The cost oriented pricing method and market-oriented pricing method are mainly adopted in the price setting of TRANSSION. In the case of very low consumption levels in Africa, the price factor is often more important than the quality factor. The profit of each functional machine sold to Africa is about 20 yuan, and the intelligent machine is on the high side. It can be seen from the table below that in the top ten best-selling mobile phones, only TRANSSION, Jinli and Huawei are the top ten. As could be seen from table 2, Among them, TECNO, INFINIX and ITEL, the three major brands of TRANSSION, took the top three places, and also occupied eight best-selling mobile phone seats. The average price of mobile phones in Africa is 539 yuan, while the average price of TRANSSION is 491 yuan. The TRANSSION phones' price is lower than the average market price, and the low price strategy is adopted. By comparing the parameters of the similar INFINIX, HUAWEI and Jinli mobile phones, the price of INFINIX is slightly lower than that of the HUAWEI and Jinli mobile phones with the same configuration in addition to the screen size and battery super long standby. This further highlights the pricing strategy of the TRANSSION.

2.3 Channel Strategy

One of the best things about TRANSSION holdings is that it keeps its mobile agents in Africa. For a product like mobile phone, which has a fast update, a long supply chain and payment collection cycle means death. In the mobile phone industry, agents play an important role in accelerating the cycle production of mobile phones. TRANSSION understands the important role of agents, signs agency agreements with them, and establishes long-term cooperative relationships: first, the agency agreements signed by TRANSSION and agents are exclusive, and the agents of TRANSSION cannot have agency cooperative relationships with mobile phone brands other than TRANSSION; second, when signing agency agreements, agents need to pay certain deposits to TRANSSION to restrict exclusivity Thirdly, the large-scale wall painting marketing in various countries has made agents rely on the construction of mobile brand market. Before that, few mobile phone manufacturers did this kind of advertising on such a large scale. This kind of proxy rule makes TRANSSION expand rapidly in Africa.

On the one hand, TRANSSION has seized African agents, on the other hand, they have gradually established cooperative relations with major mobile communication companies. In 2012, TRANSSION began to open up channels for operators, successively established good cooperation with EtisalatAirtelNigeria, Safaricom, BhartiAirtel and other major operators, and launched customized machines.

China's domestic e-commerce platform led by Alibaba has developed rapidly, and Africa's e-commerce platform has gradually started. In 2014, Inmix joined hands with Middle East e-commerce brand SOUQ to hold a new product launch conference and successfully landed in the Middle East e-commerce market; 2016 was the time for African e-commerce platform to enter the fast lane, Inmix joined hands with Jnnia to release note3, noise reduction headset, XOS system and annual flagship machine zero4; in the same year, Inmix entered Uganda and officially became a strategic partner with African leading e-commerce company Kilimall; in 2017, Inmix and Souq.com, the largest e-commerce provider in the Middle East, jointly launched a new generation of flagship series Zero5 in Dubai.

The company attaches great importance to user experience and hopes to build a good reputation by providing users with a good use experience. The establishment of its physical stores focuses on "marketing everywhere". The audio stores are not only all over the major stores in Africa, but also go deep into the rural streets of Africa to provide customers with a good mobile experience. At the same time of increasing experience stores, TRANSSION has established more than 2000 after-sales service contact points and 7 large-scale after-sales maintenance centers to provide professional and efficient after-sales services for users.

2.4 Promotion Strategy

The ultimate goal of the promotion strategy is to induce consumers' desire to buy, generally through various means of publicity to make its products deeply popular. Make full use of the new product launch conference, invite famous African superstars to attend the launch conference, and use the star effect to carry out efficient publicity. At the same time, in the sales of some mobile phone products, some complimentary products are provided for promotion. For example, at the new product launch of TECNO BoomJ8, 18 Nigerian first-line stars including BigT, Adex, Jaywon, etc. were invited to the scene at the same time, which was extremely popular. The twitter platform broadcast the news throughout the whole process, and the topic won the top of the trend list of the day. After the Nairaland news live post was released, it was placed at the top of the home page, and the post received 15000 unique views in less than 5 hours. BoomJ8 also provides a customized Boom headset for every music lover, and a music balance application program BoomM, BoomMaxx is pre installed. When listening to music, we can see more music information, fully catering to African consumers, so as to establish a personalized and valuable mobile phone brand image in the target customer group. In addition, in order to deepen the localization strategy, a large number of African employees are recruited to join the media, and a large number of African stars are invited to endorse the media

mobile phones and name African teams. These practices have greatly shortened the distance between the media and Africans and become a highlight of its sales strategy.

The company has also been successful in advertising and promotion, especially represented by TECNO. TECNO's ads have spread all over the streets of Africa, including power poles on the side of the road. Small retail stores, large stores, roadside advertising boards, TV screens, the prominent TECNO logo is everywhere. The crazy wall painting marketing that spread the voice even promoted the development of the local paint industry, which made the paint production become a hot industry in Africa at that time, to a certain extent, solved the local employment problem, which is undoubtedly another kind of advertising.

3. The Conclusion

From the perspective of 4Ps, this paper analyzes the success of the company in Africa. Through the specific analysis of China's broadcasting companies, it is realized that its success is based on its advantages in localization research and price positioning strategy, good at market development and humanized design, and formulated appropriate channel strategies and promotion strategies. However, if we want to achieve continuous development, we need to ensure that under the premise of existing advantages of low-end mobile phone export, we need to continue in-depth scientific and technological research and development, research and develop high-end models within the scope of public acceptance, and establish a high-end mobile phone brand image.

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