

TCL Communication Reshapes the TCL Brand Strategy

TCL Communication 10th Anniversary & 3G Industrialization Summit Forum was held in Huizhou, Guangdong Province on March 27th, 2009. During the event, on behalf of the TCL Communication management team, TCL Communication CEO Dr. Charles Yang announced the new TCL brand strategy of TCL Communication.

Overseas sales performance of TCL Communication is declined due to the global financial crisis. It's important for TCL Communication to turnaround it's business in domestic market. Dr. Yang commented that the emerging 3G marketing in China may lead to a change in the global handset market. Dr. Yang shaped the new TCL brand strategy as to stabilize its global presence and compete in the domestic 3G market with "Perfecting Strategy".

Dr. Yang quoted Apple as the most successful brand to carry out the Perfecting Strategy. Apple integrated the industry design, business model design and consumer needs into a perfect business model which achieved from one time revenue to recurring revenue. These are also the key elements in the Perfecting Strategy of TCL Communication.

The improvement of 3G network bandwidth and transmission speed leads to the change of industry environment and consumer needs. Dr. Yang deemed that TCL Communication will achieve continuous growth in 3G age with the 4C convergence (Computer, Communication, Consumer Electronics and Content) business model and "Natural, Perfecting" product design concept.

Dr. Yang defined 3 key dimensions to build up the core competence of the company: Product Innovation Ability, Process Optimization and Business Model Innovation.

First, with the "Natural, Perfecting" design concept, TCL Communication will bring "The Creative Life" brand philosophy into our products and user experience by creative design and excellent product quality.

Second, to optimize internal management process and penetrate the Perfecting Product Concept into product definition, creative design, manufacturing, marketing, channel sales and customer service.

Third, strengthening operator collaboration and driving the revolution of traditional sales channel. Our goal is to produce the high quality products to meet the operator standard and customer needs as well.