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CORPORATE INTERNSHIP PROGRAM PROJECT REPORT  
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ON

“BUILDING A MARKET STRATEGY FOR TCL TELEVISION”



The Creative Life

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## DECLARATION

I NAVRAJ SINGH ,student of ARKA JAIN UNIVERSITY (JHARKHAND ) declar that project reported titled “Building a marketing strategy of TCL” at CHETANIYA DISTRIBUTORS which is been submitted in partial fulfilment of requiriment for summer intership project .the project duration was from 10 June to 15 July . this is my original work and has not been submitted as part of another degree or diploma or other business school or university . The finding and conclusion of this project report are based on my personal study and experience during the tenure of my summer internship .

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Place : JAMSHEDPUR

## **DECLARATION BY CORPORATE MENTOR**

I hereby certify that MR . SAIF AKHTAR ,ROLL NO 157 , a student of BBA , has undertaken a project on “ Building a market statergy for TCL TELEVISIONS” . , for the partial fulfilment of the requirement for the award of degree of BBA .

It is a record of training program carried out by” SAIF AKHTAR “ under my supervision and guidance and that no part of this report has been submitted for the award of any other Degree/Fllowship or similar other titles or projets.

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This is to certify that Mr./Ms. SAIF AKHTAR , Roll no. AJU/00480//17, a student of BBA, has undertaken the project titled “BUILDING A MARKET STRATEGY OF TCL TELEVISIONS ” for the partial fulfillment of requirement for the award of BBA/BCA, under my supervision. To the best of my knowledge, this project is the record of authentic work carried out during the academic year (2017 – 2020) and has not been submitted anywhere else for the award of any Certificate/Degree/Diploma, etc.

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## Executive Summary

TCL is one of the fastest growing tv brands in the world, offering the affordable yet powerful technology. TCL was originally an abbreviation for Telephone Communication Limited but now the company markets its full form as “The Creative Life”. Though it may sound surprising but TCL is globally third largest manufacturer of tv after Samsung and LG and the biggest hailing from China.

TCL was founded 38 years ago and prides itself on delivering high quality products. Talking points of TCL tv it is stylish design and the latest technology. With good manufacturing expertise, a vertically integrated supply chain, and state of art foundry, TCL offers innovative TV's at a reasonable price. Amongst its excellent range users have a gamut of options in the form of 4k, HD, 3D, and Curved TV.

TCL Corporation was founded in 1981 is the one of the largest electronic enterprise in the world, with a global footprint. TCL group has revenues of over US\$ 60 Billion annually with diverse business interests including energy, electronics & lighting. TCL Corporation electronic business sales revenue is over US\$ 15 Billion. TCL owns TCL, Thomson, Alcatel, RCA, brands. TCL's own television sets and mobile phone make it the world's second largest manufacturer of white goods and electronic goods.

TCL has 35 research centres around the world including one in the US in Silicon Valley and a joint venture lab with MIT in Boston. TCL has been involved in entertainment marketing for several years having partnered with Hollywood in sponsoring movies like Avengers, Iron Man 3. IN 2013, TCL purchased the naming rights for the world famous TCL Chinese Theatre in Hollywood.

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**CHAPTER – 1**  
**INTRODUCTION**



## **INTRODUCTION**

TCL is a Chinese multinational

electronics company headquartered in Huizhou , Guangdong Province. It designs ,develops, manufactures and sells products including television sets, mobile phones, air conditioners, washing machines, refrigerators and small electrical appliances. In 2010 it was the world 25<sup>th</sup> largest consumer electronics producer. Since 2015 ,it remains the third largest television manufacturer by market share. TCL corporate slogan is “The Creative Life”.

TCL products

TCL primary products are TVs, DVD players, air conditioners, mobile phones, home appliances, electrical lighting, and digital media.

It primarily sells its products under the following brand names:

- TCL (in Africa , Asia, Australia, Europe, North America , South America , Russia (TV , air conditioners )
- Alcatel and Thomson mobile phones
- BlackBerry (smartphones) globally

In 2016 , it contract manufactured the DTEK50 and DTEK60 , for BlackBerry Limited , under their flagship BlackBerry brand. In December 2016, it became a licensee of the BlackBerry brand to design devices for the global market. As of 2017, it distributes BlackBerry devices under the name of BlackBerry Mobile.

TCL is also the owner of Palm brand.

## **COMPANY PROFILE**

TCL Corp. is engaged in researching, developing, manufacturing and selling of multimedia electronic products, computers, mobile phones, household appliances, telephones, electrical engineering products and IT products. The company was founded in 1981 and is headquartered in Guangdong, China.“

### **Vision**

To be the perfect partner in printed packaging films. Delivering trust, quality and service from a progressive, ethically managed business.

### **Mission**

TCL packaging is dedicated to providing customers with superior products and services. As a cornerstone of our business reputation we operate within a framework of high ethical standards promoting long term and lasting partnerships with our customers, suppliers and employees. We keep our company values at the forefront of all that we do. We are dedicated to high standards of safety, social and environmental responsibility recognising our duty of care to our customers, suppliers, employees and the community in which we operate

## **HISTORY OF THE COMPANY**

The company was founded in 1981 under the brand name **TTK** as a cassette manufacturer. In 1985, after being sued by TDK for intellectual property violation, the company changed its brand name to **TCL** by taking the initials from Telephone Communication Limited. It began manufacturing consumer electronics for the Chinese market during the 1980s, and began to sell overseas in the 2000s. Though a state-owned enterprise TCL was established as a joint venture with several Hong Kong-based investors.

On 19 September 2002, TCL announced the acquisition of all consumer electronics related assets of the former German company Schneider Rundfunkwerke AG, including the right to use its trademarks as Schneider, Dual, Albona, Joyce and Logix.

In July 2003, TCL chairman Li Dongsheng formally announced a "Dragon and Tiger Plan" to establish two competitive TCL businesses in global markets ("Dragons") and three leading businesses inside China ("Tigers").

In November 2003, TCL and Thomson SA of France announced the creation of a joint venture to produce televisions and DVD players worldwide. TCL took a 67 percent stake in the joint venture, with Thomson SA holding the rest of the shares, and it was agreed that televisions made by TCL-Thomson would be marketed under the TCL brand in Asia and the Thomson and RCA brands in Europe and North America.

In April 2004, TCL and Alcatel announced the creation of a mobile phone manufacturing joint venture: Alcatel Mobile Phones TCL injected 55 million euros in the venture in return for a 55 per cent shareholding.

In April 2005 TCL closed its manufacturing plant in Türkheim, Bavaria 120 former Schneider employees lost their jobs.

In May 2005, TCL announced that its Hong Kong-listed unit would acquire Alcatel's 45 per cent stake in their mobile-phone joint venture for consideration of HK\$63.34 million (\$8.1 million) worth of TCL Communication shares.

In June 2007, TCL announced that its mobile phone division planned to cease using the Alcatel brand and switch entirely to the TCL brand within five years.

In April 2008, Samsung Electronics announced that it would be outsourcing the production of some LCD TV modules to TCL.

In July 2008, TCL announced that it planned to raise 1.7 billion yuan (\$249 million) via a share placement on the Shenzhen Stock Exchange to fund the construction of two production lines for LCD televisions; one for screens of up to 42 inches, and the other for screens of up to 56 inches.<sup>1</sup> TCL sold a total of 4.18 million LCD TV sets in 2008, more than triple the number during 2007.

In January 2009, TCL announced plans to double its LCD TV production capacity to 10 million units by the end of 2009.<sup>1</sup>

In November 2009, TCL announced that it had formed a joint-venture with the Shenzhen government to construct an 8.5-generation thin film transistor-liquid crystal display production facility in the city at a cost of \$3.9 billion.

In March 2010, TCL Multimedia raised HK\$525 million through the sale of shares on the Hong Kong Stock Exchange, in order to fund the development of its LCD and LED businesses and to generate working capital

In May 2011, TCL launched the China Smart Multimedia Terminal Technology Association in partnership with Hisense Electric Co. and Sichuan Changhong Electric Co., with the aim of helping to establish industry standards for smart televisions.

In January 2013, TCL bought the naming rights for Grauman's Chinese Theatre for \$5 million.



Grauman's Chinese Theatre, or TCL Chinese Theatre at Hollywood, California.

In 2014, TCL changed the meaning of its identifying initials from "Telephone Communication Limited" to a branding slogan, "The Creative Life", for commercial purposes.

In February 2014, TCL spent 280 million RMB to purchase 11% shareholdings of Tianjin 712 Communication & Broadcasting Co., Ltd, a Chinese military-owned company which produces communication devices and navigation systems for the Chinese army.

In August 2014, TCL Corporation and Tonly Electronics was implicated in bribing a government official in Guangdong province in exchange for government subsidies.

In October 2014, TCL acquired the Palm brand from HP for use on smartphones.

In 2016, TCL reached an agreement with BlackBerry Limited to produce smartphones under the BlackBerry brand, under BlackBerry Mobile

Operations

TCL is organized into five business divisions:

Multimedia: TV sets

Communications: cell phones and MIFI devices

Home Appliances: for instance AC units and laundry machines

Home Electronics / Consumer Electronics: ODM products, like DVD and etc.

China Star Optoelectronics Technology (CSOT): display panels for TV

In addition it has four affiliated business areas:

Real estate and investment

Logistics and services

Online education

Finance

TCL has operations in more than 80 cities across Africa, Asia, Australasia, Europe, North America and South America. It has 18 R&D centers, 20 major manufacturing facilities and over 40 sales offices worldwide.

TCL Corporation also has its own research facility called TCL Corporate Research, which is located at Shenzhen, China with the objective to research cutting-edge technology innovations for other subsidiaries.

Products



The BlackBerry Key2, introduced in 2018, incorporates the QWERTY keyboard associated with the BlackBerry brand.

TCL's primary products are TVs, DVD players, air conditioners, mobile phones, home appliances, electric lighting, and digital media

It primarily sells its products under the following brand names:

TCL (in Africa, Asia, Australasia, Europe, North America, South America, and Russia (TV, air conditioners);

Alcatel and Thomson mobile phones (global

BlackBerry (smartphones) global

RCA branded electrical products in the United States.

The company, as of April 2012, is in venture with Swedish furniture giant IKEA to provide the consumer electronics behind the Uppleva integrated HDTV and entertainment system product.

In 2016, it contract manufactured the DTEK50 and DTEK60, for BlackBerry Limited, under their flagship BlackBerry brand. In December 2016, it became a licensee of the BlackBerry

brand, to manufacture, distribute, and design devices for the global market. As of 2017, it distributes BlackBerry devices under the name of BlackBerry Mobile.

TCL is also the owner of the Palm brand.

### **TCL Marketing Strategy**

Chinese electronics goods major TCL International Holdings is set to re-enter the Indian market with its consumer products after calling off a joint venture agreement with a domestic firm last year. TCL has decided to embark on an extensive brand promotion campaign early next year. This will be followed by the launch of its range of colour televisions, air conditioners and digital video discs (DVD) players. "We will start our business in India in January next year and this time we have decided to go on our own. We will not tie up with any company here," said Adhikarla Gopal Krishna, senior general manager of TCL Overseas Marketing Ltd. "We are also conducting a survey in the Indian market to judge the demand for other hi-end products like high-definition television sets and sophisticated mobile handsets," Krishna told IANS here. TCL Overseas is the parent group's arm to explore business opportunities in other countries. TCL International is engaged in the design, manufacture and sale of a wide range of multimedia consumer electronics, IT and mobile equipments. TCL's primary global products include colour television sets, home theatres, DVD players, personal computers and mobile handsets. TCL International officials are currently visiting India as part of a high-level Chinese industry delegation representing 130 top companies. The delegation is in the Indian capital to take part in the country's biggest trade fair. Mainly here to participate in the two-week India International Trade Fair (IITF) that opened Thursday, the delegates will also explore ways to promote bilateral trade and economic relations. Chinese firms account for the largest number of overseas participants at the fair this year. TCL International first entered the Indian market in 1999 after tying up with private electronics goods marketing firm Baron International to set up a firm called TCL Baron India Ltd. The TCL brand managed to make a dent in the domestic market within a short period of time with low price tags and an aggressive marketing strategy. The 50:50 joint venture to market TCL branded colour televisions and mobile phones, however, broke up last year after Baron got entangled in deep financial troubles. But TCL has been looking to re-enter the booming consumer electronics market after walking out of the joint venture. "We have earmarked an initial investment of ₹1 billion for the brand promotion exercise and the launch of colour televisions, DVD players and air-conditioners in the first phase. "We will also introduce other popular TCL branded products like refrigerators, washing machines and

personal computers in a phased manner in the Indian market over the next one year," Krishna said. TCL Overseas Marketing has decided to import all components from China and get it assembled through domestic manufacturers in India. The imported components would be in a mix of complete and semi-knocked down kits format. "By the end of the first year of operation, we are planning to have a distribution and after-sales service network of around 1,700 dealers in different parts of the country," said the TCL official. Six months from the product launch, the company will also explore the possibility of setting up its own manufacturing base in India, he said, adding the location and investment for the proposed facility had not been finalised. The company has a state-of-the-art manufacturing base in Vietnam, besides China. In recent years, Chinese companies have been flooding the Indian market with cheap television sets, toys and other products, putting pressure on domestic manufacturers. Analysts say more and more Chinese companies are now setting their sights on overseas markets, particularly countries like India.

## **PRODUCTS IN TCL**

**DVDS**

**TVS**

**WASHING MACHINES**

**AIR CONDITIONERS**

**Price in the marketing mix of TCL** – Because of its presence in different product categories, TCL uses various pricing strategies. We can divide the pricing strategies and match it with the products that it is used for.

Skimming price – Samsung's smart phones are one of the best in the market and are the market leader in terms of the features and USP's that they provide. The recent Samsung Note 3 + Gear is another entrant in the market which is catching people's eyes. Thus Samsung uses Skimming price for these products wherein it tries to get a high value in the start before competitors catch up. Once the model is old or any competitor has launched a similar product, Samsung immediately drops the price. Competitive pricing – For products other than smart phones, TCL uses competitive pricing. Televisions, air conditioners, refrigerators and other products have competition in the form of Panasonic or LG. Samsung is known to be a great brand but it is not greater than LG for home appliances. In fact LG beat TCL where home appliances are concerned. Similarly in Washing machines – Whirlpool, and in Cameras – Cannon, are the brands which are to be beaten. Thus in various categories, Samsung keeps competitive pricing so as to beat the competitor. Samsung as a brand hardly uses penetrative pricing because it doesn't enter late in the market. In fact, it is present in most consumer durable segments in the market.

**Place in the marketing mix OF TCL** – TCL is present through various channels in the market. It works on the channel marketing concept wherein there are three segments. Sales and service dealers, Modern retail and Distributors. The sales and service dealers handle key accounts for Samsung and are involved in corporate sales. These dealers may also open exclusive TCL showrooms. The Modern retail segment includes large retailers like Croma, Hypercity, Vijay sales, Vivek's and any others who are present in the modern electronic retail chain. Samsung being such a branded product, the retailers are bound to keep TCL as an alternative for their customers.

The distribution network is the most interesting in the case of Samsung. In several cities, Samsung has a single distributor through whom they distribute throughout a territory. For example – In Mumbai, Samsung has SSK distributors who are distributors for all Samsung products. This distributor has a huge investment in Samsung and both, the distributor and the company, go hand in hand for the sale TCL products. Thus all material of TCL will be sold to a single distributor who in turn will sell it forward to retailers.



## **Promotions in the marketing mix of TCL –**

Samsung uses multiple forms of promotions. TCL as a company believes in pulling the customer to themselves through advertising but at the same time uses strong tactics to push the product to the customer through sales promotions. Thus on one hand, TCL uses various marketing vehicles across the year covering festive season as well as non festive time. On the other hand, it gives many offers and discounts to its trade partners to motivate them to sell Samsung above competition. With such a strategy, Samsung's brand is on the rise so that both, the pull as well as push strategy is working simultaneously in Samsung.

The marketing mix of Samsung is a lesson to marketers in several points. First, Business will grow if you have multiple products at once as all of these products can become revenue drivers for your company. Second, Pull strategy, though expensive, is far more beneficial in the long term

## **Advertising**

Print and media advertising is one of the core elements of the marketing mix extensively utilized by TCL . The most noteworthy media advertising campaigns include live commercials for Samsung Galaxy S 3 device on popular Jimmy Kimmel Live show in June 2012 and on Late Night With Jimmy Fallon on July and August of the same year. Moreover, partnership with Fox channel in the US to run four 30-second advertising clips during the National Football League, college football and World Series games in 2012 have been praised as efficient marketing campaigns. Samsung print advertising in popular newspapers, magazines and journals have previously included direct attacks on its major competitors, notably Apple. For example, a print ad campaign titled '*It doesn't take a genius*' is a clever play of words on Apple's emphasize on genius branding. The print ad compares major functionalities of iPhone5 and Galaxy S III and illustrating the superiority of TCL product on several fronts.

Viral marketing is also extensively used by TCL as one of the most effective advertising methods.

## **Sales Promotion**

TCL uses sales promotions as a marketing tool more extensively compared to the majority of its competitors. It has been estimated that the company had spent about USD 4.6 billion on sales promotions during 2013 alone globally, that included USD 888 million sales promotions budget on its home market in South Korea. It is important to clarify that this budget is separate from the marketing budget illustrated in Figure 3 above. Moreover, TCL Official website contains sales promotions announcements on mobile phones, accessories, cameras, back to school offers, as well.

## **BRAND POSITIONING**

TCL, once known to be the low-quality service provider of all time is now one of the leading mobile companies of the world. Having said that, we can see how it all comes down to proper brand positioning and innovation, which takes a brand to its zenith.

After having its share of booms and slumps, TCL came up with new ideas to be more customer-focused and creative in order to establish a strong brand image in the global market. Rather than making normal or usual handset devices, they started to produce smartphones to catch up with their competitors. Their main strategy was to provide the best quality products in order to meet their customers' expectation.

They have been constantly redesigning and introducing new series of products, . Currently they are working on designing the lightest and slimmest phone of the world, along with an amazing powerful performance to gain an edge over their competitors. TCL doesn't have any particular tagline/slogan for the company as a whole; they prefer to use unique taglines for each and every product. They tend to promote and position their mobile phones/note/tab at all the 3 different levels of positioning. Two promo links have been provided below of their, which specifies all the product attributes, values and benefits that customers might look out for, before they choose to buy it. Samsung doesn't target any specific segment of the market, but mostly seem to serve the high-end people of the society, for e.g. – business people, young adults.

## **TCL Segmenting and Targeting Markets**

### **Geographic Segmentation**

TCL geographic segmentation is world wide, they sell their phones in 61 different countries. They make slight variations in languages and applications but the physical appearance of their phones is universal.

### **Demographic Segmentation**

- Age Segmentation : Their target age segmentation is teens, young adults and adults in early and mid 30's.
- Income Segmentation : Their target income segmentation is middle class and high class income.
- Ethnic Segmentation : Since Samsung sells world wide, they don't have a specific ethnic segmentation.
- Family Life Cycle Segmentation : Their target family life cycle is young single, young married or divorced with or without children.
- Gender Segmentation : Smartphones are not gender specific but since women shop more than men I would assume they have more women buying their phones than men.

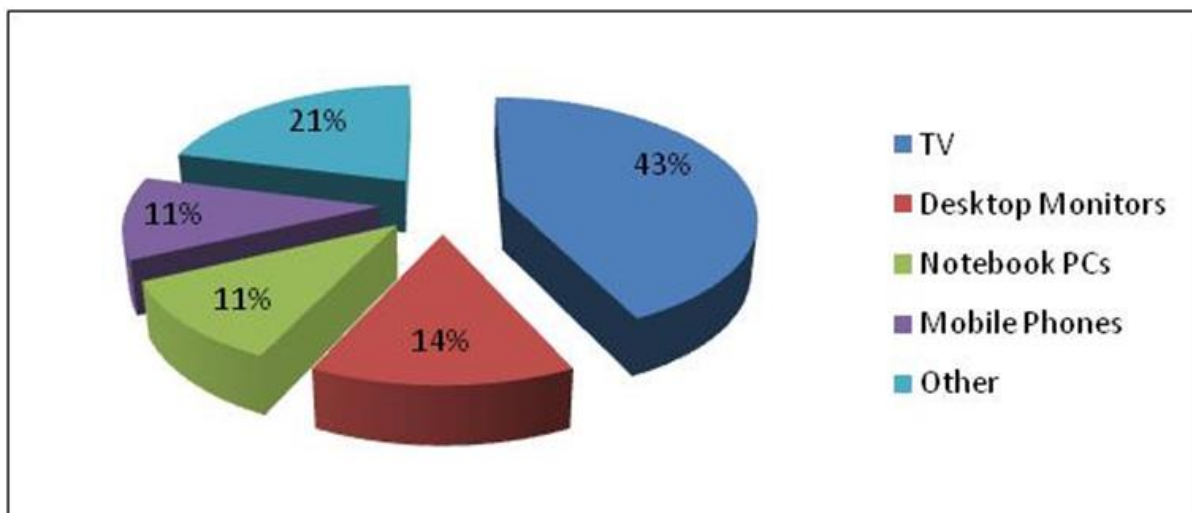
### **Psychographic Segmentation**

Samsung psychographic segmentation includes individuals from teens to mid 30's who like new technology, tech savvy and can afford to buy it.

### **Benefit Segmentation**

When Samsung customers buy their phones the benefit they expect from it is simple appearance, new and updated features and reasonably priced.

The smartphones market has a lot of heavy users because of the convenience of it, you can call, text, send pictures, play games, listen to music and surf the web all from a smartphone. Samsung as a large percentage of heavy users who buys all of their latest phones and with mobile service company offering upgrade plans it makes it easier to get the newest phones. There are people who go from one smartphone brand like Apple to Samsung because they are tired of it or they want to try another smartphone.



### **TCL Innovation Strategy**

Everyone has heard about the company named TCL and the reason why they have heard of it is because of its innovation strategies. Innovation strategy at TCL can be described as the way that made them a leading manufacturer in electronic industry as they keep the competitors at bay. In the present business environment, businesses of whatever size must face and defeat challenges which is posed by accelerated globalization and technological changes. It is not just innovative strategy that matters, but innovations that embed on themselves some strategies that are truly game changing.

The game changing innovation of TCL encapsulates business models, business processes and manner of positioning themselves vis a vis their competitor. This is what has made them survive all these years.

It is a fact that there is a link between innovation and the economy of a country, the culture of its peoples and those businesses running on it. South Korea, where Samsung originated, is not rich when it comes to natural resources

### **Branding Strategy of TCL**

In the present day, the accomplishment of a business depends not just on the product quality rather on how efficiently and effectively the value of the product is presented to the clients at the last part. When it comes to this aspect, TCL Company has taken big steps in its development, whether financially or operationally.

When it comes to cost efficiency, it was taken care of which the rules adopted by company were not “cost prohibitive”

- Also it was observed that company strengths leverage has lead in acceptable dividends and which it leads to “focused hard works.”
- Keeping a proper channel connection causes the results of sales to be relatively strong. The incremental sale also yields a strong return.
- To put the company as a technology leader in the business world.

### Result of Branding Strategy TCL Adopted

Past few years, TCL Company adopted a lot of measures in order to make its existence felt worldwide. Some of them include:

#### Sponsoring

One such significant instance was when TCL sponsored the 1998 Seoul Olympics. TCL had made an agreement together with the International Olympic Association. The business executives anticipated that through sponsoring special and worldwide events and by means of embracing different marketing methods as well as investments, the product of value of the company would be improved. Because of this the value of the product of the Company escalated by almost 200 percent, obtaining \$8.3 billion in 2002 from 3.1 billion dollar in the year 1999. Valued through Interbrand Incorporation. The different measures obtain by the company didn't go in waste because TCL was listed amidst the topmost products, the product

being evaluated by the Interbrand Incorporation. Among the non Chinese products, TCL Company was the only company from Asia.

### **TCL focussing on its online sales strategy for the Indian market**

TCL has been facing fierce competition in the Indian smartphone segment from the likes of Xiaomi, Motorola, OnePlus, and ASUS, and some Indian brands, which are focussing on online sales. Now, TCL has revealed that the company is focussing on and fine tuning its online sales strategy in the country. The company is also focussing on sales from the rural market, which has contributed significantly to sales.

According to sources within the company, the South Korean smartphone giant is looking to tap into the booming e-commerce market in India, and the company has even a separate team at its headquarters to plan online sales strategy. The company had to face revolt from offline retailers after online retailers started providing huge discounts and price cuts on Samsung devices.

When asked about the company's plan to tap into the e-commerce segment, Rushi Suri, Samsung India Director-Product Marketing Consumer Electronics, said, *"For us the consumer is the key. Where the consumer would want us, we would be there and would be offering right kind of products at right price. In case of (consumer) electronics, the clear understanding with the management is where the consumer would want us, we would be there."*

In terms of TCL strategy to drive overall sales, it is focussing on 'Made for India' products that have the right set of features for the right prices. The company recently announced, which have good value-for-money factor along with features such as 4G LTE and Ultra Data Saving mode that Indian consumers are demanding these days. However, the company's official declined to comment on the percentage of sales that the company is attracting from the online channels

### **SWOT ANALYSIS**

SWOT analysis of TCL Corporation analyses the brand/company with its strengths, weaknesses, opportunities & threats. In TCL Corporation SWOT Analysis, the strengths and weaknesses are the internal factors whereas opportunities and threats are the external factors.

SWOT Analysis is a proven management framework which enables a brand like TCL Corporation to benchmark its business & performance as compared to the competitors and industry. TCL Corporation is one of the leading brands in the consumer electronics sector. The table below also lists the top TCL Corporation competitors and elaborates TCL Corporation market segmentation, target group, positioning & Unique Selling Proposition (USP).

Below is the Strengths, Weaknesses, Opportunities & Threats (SWOT) Analysis of TCL Corporation.

Strengths are:

1. Huge size of company with over 50,000 employees
2. Strong marketing channels
3. Global presence in over 40 countries and
4. Diverse market offerings like Television sets, video cameras, mobile phones
5. High margins at low prices
6. Highly unified work force

Here are the weaknesses in the TCL Corporation SWOT Analysis:

1. Global operations are lesser compared to industry big players
2. Limited brand awareness
3. Endures a low sales cycle

Following are the Opportunities in TCL Corporation SWOT Analysis:

1. Brand awareness drive to increase visibility
2. Improving the quality of offerings
3. Capitalizing on increasing mobile subscriber base

The threats in the SWOT Analysis of TCL Corporation are as mentioned:

1. Increase of new entrants

2. Highly consolidated industry
3. There is a risk of market saturation

## **PORTERS 5 FORCES ANALYSIS**

### **Introduction**

Porter's Five Forces methodology is used in this article to analyze the business strategies of white goods makers like Samsung. This tool is a handy method to assess how each of the market drivers impact the companies like Samsung and then based on the analysis, suitable business strategies can be devised. Further, companies like TCL are known to study the markets they want to approach thoroughly and deeply before they make a move and it is in this perspective that this analysis is undertaken.

In most industries, one company's competitive moves will have a noticeable impact on the competition, who will then retaliate to counter those efforts. Companies are mutually dependent, so the pattern of action and reaction may harm all companies and the industry.

### **Industry Rivalry**

This element is especially significant for Samsung as the other White Goods multinationals like LG, Nokia, and Motorola not to mention Apple are engaged in fierce competitive rivalry. Indeed, Samsung cannot take its position in the market for granted as all these and other domestic white goods players operate in a market where margins are tight and the competition is intense. Apart from this, Samsung faces the equivalent of the "Cola Wars" (the legendary fight for dominance between Coke and Pepsi) in emerging markets like India where Samsung has to contend and compete with a multitude of players domestic and global. This has made the impact of this dimension especially strong for TCL.

### **Barriers to Entry and Exit**

The White Goods industry is characterized by high barriers to entry and low barriers to exit especially where global conglomerates like Samsung are concerned. Indeed, it is often very difficult to enter emerging markets because a host of factors have to be taken into consideration such as setting up the distribution network and the supply chain. However,



global conglomerates can exit the emerging markets easily as all it takes is to handover and sell the business to a domestic or a foreign player in the case of declining or falling sales. This means that Samsung has entered many emerging markets through a step-by-step approach and has also exited the markets that have been found to be unprofitable. This is the reason why white goods multinationals like TCL often do their due diligence before entering emerging markets.

### **Power of Buyers**

The power of buyers for white goods makers like TCL is somewhat of a mixed bag where though the buyers have a multitude of options to choose from and at the same time have to stick with the product since they cannot just dump the product, as it is a high value item. Further, the buyers would have to necessarily approach the companies for after sales service and for spare parts. Of course, this does not mean that the buyers are at the mercy of the companies. Far from that, they do have power over the companies, as most emerging market consumers are known to be finicky when deciding on the product to buy and explore all the options before reaching a decision. This means that both the buyers and the companies need each other just like the suppliers and the companies, as we shall discuss next.

### **Power of Suppliers**

In many markets in which TCL operates, there are many suppliers who are willing to offer their services at a discount since the ancillary sectors are very deep. However, this does not mean that the companies can exert undue force over the suppliers as once the supply chain is established; it takes a lot to undo it and build a new supply chain afresh. This is the reason why white goods makers like TCL invariably study the markets before setting up shop and also take the help of consultancies in arriving at their decision.

### **Threat of Substitutes**

This element is indeed high as the markets for white goods are flooded with many substitutes and given the fact that consumer durables are often longer term purchases, companies like Samsung have to be careful in deciding on the appropriate marketing strategy. This is also the reason why many multinationals like Samsung often adopt differential pricing so as to attract consumers from across the income pyramid to wean them away from cheaper substitutes. Further, this element also means that many emerging market consumers are yet to deepen their dependence on white goods and instead, prefer to the traditional forms of housework

wherein they rely less on gadgets and appliances. However, this is rapidly changing as more women enter the workforce in these markets making it sary for them to use gadgets and appliances.

### **Stakeholders**

This is an added element for analysis as the increasing concern over social and environmentally conscious business practices means that companies like Samsung have to be careful in how they do business as well as project themselves to the consumers. For instance, white goods makers are known to decide after due deliberation on everything from choosing their brand ambassadors to publicizing their CSR (Corporate Social Responsibility) initiatives.

### **MARKET SHARE OF TCL**

TCL Multimedia technology is one of the leading innovators in developing tv technology and products , has announced the sales volume of its tv product from April to June and from January to June 2017 .The numbers are a clear indication of TCL 's emergence as one of the top tv brands in the world.

TCL multimedia's LCD TV sales have seen a staggering upsurge for the first half of 2017 , LCD TV sales rose by 12.2% to 9,603,392 sets out of which sales volume of smart TVS and 4K TVs increased by 49.8%and 45.6% to 6,119,663 sets and 2,226920 sets respectively . The numbers here are speaking for themselves , of the rising popularity and the upward growth trajectory of TCL TVs .It has been amongst the top 3 TV brands in the world , and is providing stiff competition to LG and Samsung .

TCL formally launched in India in July 2016 and has in such a short span of time managed to be among the top TV brands in the country. This rate of growth is unprecedented in the Indian market and has been pivotal in offering pioneering technology to the indian masses. TCL is now the best selling smart TV seller on AMAZON and its immense popularity was reaffirmed on the Amazon Prime Day sale when tcl was sold out in just 10 minutes . In addition to this , TCL aims to grab a bigger chunk of the indian market , with aggressive plans in the pipeline and plans to start its offline business are also underway . In addition to

this , TCL has raised the benchmarks even further by introducing Google Certificated Android TV P2M &C2 Series , which is set to change the face of the television industry in the coming months.

### **CHANGES OVER DECADES**

In 2000, Samsung opened a computer programming laboratory in Warsaw, Poland. Its work began with set-top-box technology before moving into digital TV and smartphones. As of 2011, the Warsaw base is Samsung's most important R&D center in Europe, forecast to be recruiting 400 new-hires per year by the end of 2013.

The prominent Samsung sign in Times Square, New York City

In 2010, TCL announced a ten-year growth strategy centered around five businesses.

In December 2011, Samsung Electronics sold its hard disk drive business to Seagate.

In first quarter of 2012, TCL Electronics became the world's largest mobile phone maker by unit sales, overtaking Nokia, which had been the market leader since 1998. On 21 August's' edition of the TCL confirmed plans to spend 3 to 4 billion dollars converting half of its Austin chip manufacturing plant to a more profitable chip. The conversion should start in early 2013 with production on line by the end of 2013. On 14 March 2013, Samsung unveiled the Galaxy S4.

On August 24, 2012, nine American jurors ruled that TCL had to pay Apple \$1.05 billion in damages for violating six of its patents on smartphone technology. The award was still less than the \$2.5 billion requested by Apple. The decision also ruled that Apple did not violate five Samsung patents cited in the case. TCL decried the decision saying that the move could harm innovation in the sector. It also followed a South Korean ruling stating that both companies were guilty of infringing on each other's intellectual property. In first trading after the ruling, Samsung shares on the Kospi index fell 7.7%, the largest fall since 24 October 2008, to 1,177,000 Korean won. Apple then sought to ban the sales of eight (-S Showcase, Droid Charge and Galaxy Prevail) in the United States which has been denied by the court.

On September 4, 2012, TCL announced that it plans to examine all of its Chinese suppliers for possible violations of labour policies. The company said it will carry out audits of 250

Chinese companies that are its exclusive suppliers to see if children under the age of 16 are being used in their factories.

In 2013, a New Zealand news outlet reported a number of Samsung washing machines spontaneously catching on fire. The corporation is expected to spend \$14 billion on advertising and marketing in 2013, with publicity appearing in TV and cinema ads, on billboards and at sports and arts events. In November 2013, the corporation was valued at \$227 billion.

In May 2014, TCL announced it will be shutting down its streaming service on 1 July 2014, also meaning the end of the Samsung Music Hub app that typically comes installed on its Android phones.

In October 2014, TCL announced a \$14.7 billion investment to build a chip plant in South Korea. Construction will begin next year with production beginning in 2017. The company has not yet decided the type of chips to be produced.

In October 2014, TCL also announced it would invest 633 billion South Korean won (\$560 million USD) in the construction of a new 700,000 square metre production complex in Vietnam.

TCL plans to launch a new set of services beginning early 2015. The goal of this new suite of business offerings, dubbed Samsung 360 Services, is to become a help desk of sorts for businesses IT departments. The customizable services range from technical support to security solutions for having a Samsung employee embedded in a client's business as an on-site support manager or technology consultant.

On December 2, 2014, TCL announced it will sell Fiber Optics to U.S. speciality glass manufacturer Corning Inc.

TCL is expanding in Silicon Valley with a \$300 million facility in San Jose, California. The 10-story complex will include 1.1 million square feet of floor space, a clean room for semiconductors and a "fitness center in the sky". The facility will be split between semiconductor research and development and other sales and marketing functions. It will serve as the North America headquarters for semiconductor operations.

In 2015, TCL has been granted more U.S. patents than any other company - including IBM, Google, Sony, Microsoft and Apple. The company received 7,679 utility patents through Dec. 11.

**Chapter – 2**  
**Objective and scope**

## **COMPANY OBJECTIVES**

Primary objective

- To find the satisfaction level of customers
- To find the tastes and preferences of customers
- To find the preferred media of advertisement to be used i.e social media, newspapers

## **CHAPTER -3**

### **Research and Methodology**



## Methodology

In this project we have followed descriptive method of study.

**Descriptive research** is defined as a **research method** that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the “what” of the **research** subject rather than the “why” of the **research** subject.

Research instrument

PRIMARY DATA : SURVEYS , QUESTIONNAIRE

Questionnaire : A **questionnaire** is a research instrument consisting of a series of questions (or other types of prompts) for the purpose of gathering information from respondents

SECONDARY DATA : GOOGLE FORMS , WEBSITES

SAMPLING

SAMPLE UNIT 40 CUSTOMERS

AREA OF SAMPLE : ADITYAPUR , BISTUPUR

TECHNIQUE OF SAMPLE : CONVIENCE SAMPLING

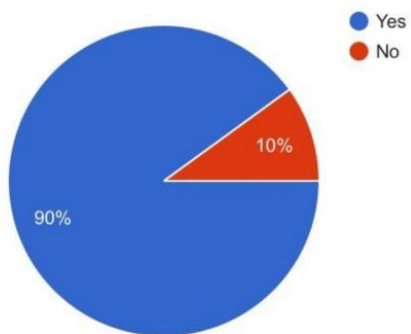
A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach. For example, standing at a mall or a grocery store and asking people to answer questions would be an example of a convenience sample. This type of sampling is also known as grab sampling or availability sampling.

**CHAPTER – 5**

**DATA ANALYSIS & INTERPRETATION**

## DATA ANALYSIS

1. Do you prefer tcl televisions

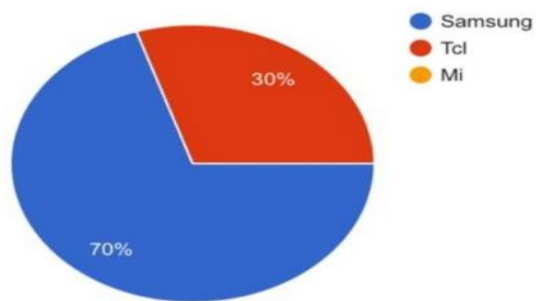


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**DATA INTERPETATION . 1**

Total number of respondent are 100 out of which 90% of people prefer TCL and 10% do not prefer TCL Television

## 2.Which brand of televisions do you prefer

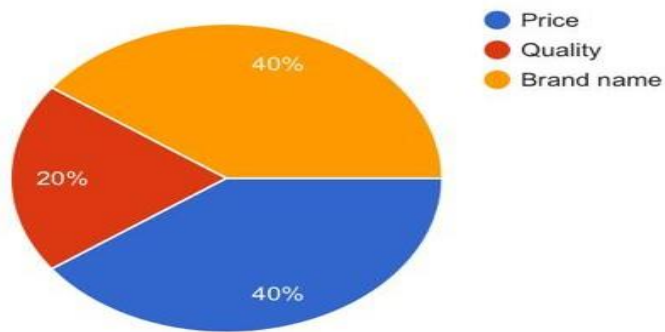


### Data Interpretation 2

This shows that 70% of the people prefer SAMSUNG Television and 30% of the people prefer TCL

### 3.What are the factors affecting tcl televisions

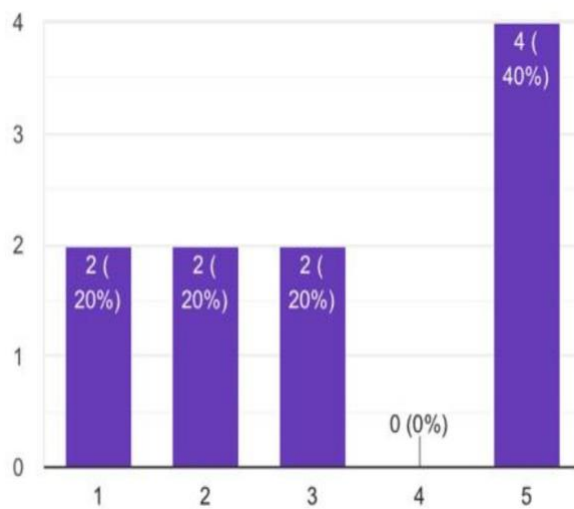
10 responses



#### Data Interpretation 3

This shows that the factor affecting TCL Television are on the basis of 40% pricing 40% brand name 20% quality .

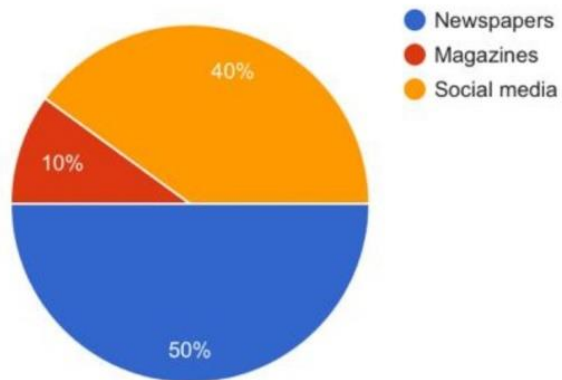
#### 4. Rate your satisfaction level with tcl televisions



#### Data Interpretation 4

This shows that the majority of the respondent are satisfied with TCL Television

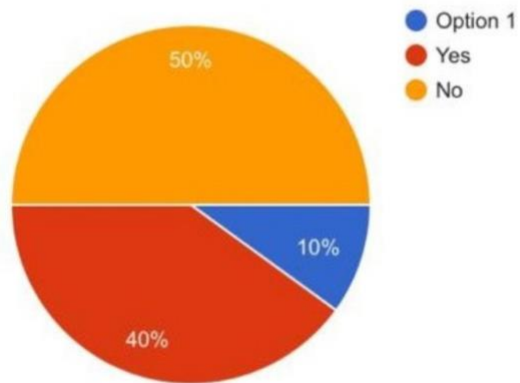
## 5. Which media of advertisement do you prefer



### **Data interpretation 5**

This shows that 50% of the respondent prefer newspaper as media of advertisement and 40% of the respondent prefer social media and only 10 % of the respondent prefer magazines as a media of advertisement .

## 6. Have you faced problems with tcl brands

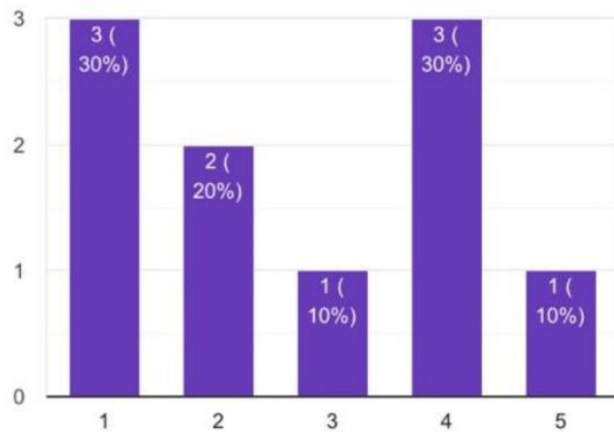


### Data interpretation 6

This shows that 50% of the respondent have faced problem with TCL brand and 50% of the respondents are satisfied with the TCL brand .



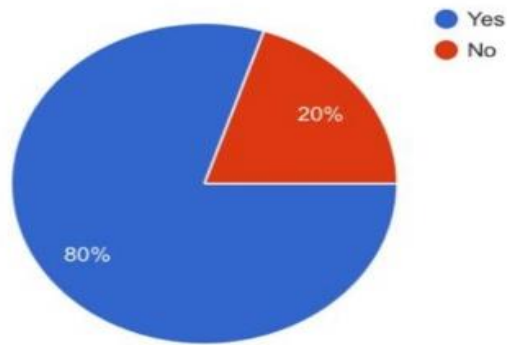
## 7. Rate your satisfaction level with picture quality of



### Data interpretation 7

This shows that the 30% of the people are satisfied with the TCL television picture quality

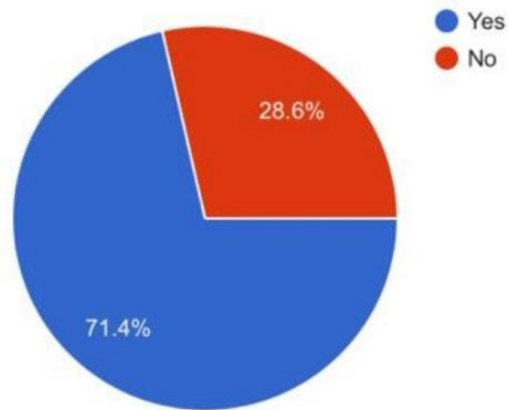
8.Are you satisfied with after sale service of tcl



**Data interpretation 8**

**This shows that 80 % of the people are satisfied with the after sales service of TCL and 20 % of the people are unsatisfied**

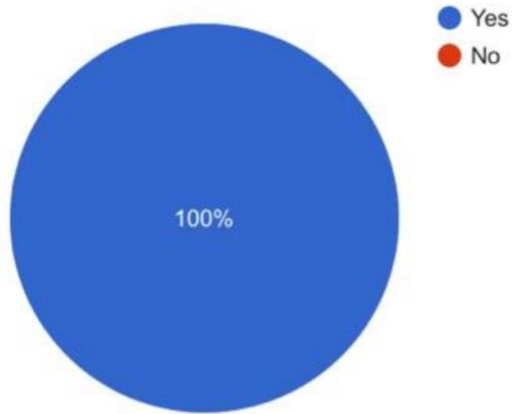
## 9. Have you ever heard about tcl



### Data interpretation 9

This shows that 71% people had heard about TCL brand and 28% people had not heard about TCL brand

10.Are you satisfied with current pricing of tcl



### **Data interpretation 10**

**This shows that 100% of the people are satisfied with current pricing of the TCL brand .**

**CHAPTER - 6**

**FINDINGS**

# **FINDINGS**

## **In our finding we found that :-**

- 90% of people prefer TCL and 10% do not prefer TCL Television
- 70% of the people prefer other brands like Samsung and only 20% of the people prefer TCL .
- The factor affecting TCL Television are on the basis of 40% pricing 40% brand name 20% quality
- The majority of the respondent are satisfied with TCL Television
- 50% of the respondent prefer newspaper as media of advertisement and 40% of the respondent prefer social media and only 10 % of the respondent prefer magazines as a media of advertisement
- 50% of the respondent have faced problem with TCL brand and 50% of the respondents are satisfied with the TCL brand .
- 30% of the people are satisfied with the TCL television picture quality
- 80 % of the people are satisfied with the after sales service of TCL and 20 % of the people are unsatisfied
- 71% people had heard about TCL brand and 28% people had not heard about TCL brand
- 100% of the people are satisfied with current pricing of the TCL brand

**CHAPTER - 7**

**SUGGESTION & RECOMMENDATION**

## **SUGGESTION & RECOMMENDATION**

Looking ahead in TCL is committed to social responsibility contributions, with a focus on education, job training and improving healthcare. Designed for corporate citizenship, our programs support local issues around the world. We are also leading the way in a range of green management and environmental activities, such as producing green products and workplaces and working to reduce greenhouse gas emissions. We strive to maintain safe environments in which our employees can work healthfully and live happily. As always, we support our partners worldwide and promote their success by forging win-win partnerships for shared and sustainable growth. For the past 46 years, TCL has grown rapidly by surmounting many crises and difficulties. As we pursue our dream of making a better and brighter world for everyone, we will embrace and overcome new challenges. Today's complex business environment is pushing us to redouble efforts and increase innovation. We will steadily realize our dream by relying on our wisdom to overcome crisis, our courage to blaze new trails and our passion to serve our customers. We are grateful for your unwavering support and encouragement as we create the imaginative opportunities that will open doors to the future realize significant growth in sales and profits in our developing businesses, such as Digital Appliances, Printing Solutions, Networks, Health & Medical Equipment, System LSI and LED.



**CHAPTER – 8**

**CONCLUSION**

## **CONCLUSION**

TCL is a leading Electronic company in India and from last five consecutive years has shown accelerated growth in electronic portfolio. Customers in India are also spending more in electronics as their standard of living is growing. TCL has placed itself successfully in the position of market leader in electronic

products

Though there was some downfall in sales and profit of the company in the beginning of this decade but after that TCL has shown considerable rise in both sales and profit. The future of the company is also looking bright as electronic market in India is still expanding and so we can safely conclude that TCL will be able to secure its number one position in electronic products.

**CHAPTER – 9**  
**BIBLIOGRAPHY**

# BIBLIOGRAPHY

In order to make this project we have taken the help of the following websites & books:

- [www.wikipedia.com](http://www.wikipedia.com)

Besides it various books are also consulted to prepare project report.

## REFERENCES

### AUTHOR'S NAME BOOKS

AshishBenerjee Principle of economics

H.L. AhujaModern Microeconomics  
Theory and Application

C.K.KothariResearch Methodology

**CHAPTER – 10**

**ANNEXURES**

# **ANNEXURES**

## **Questionnaire**

- The Questionnaire given below is designed to conduct Primary research for measuring Investors attitude towards TCL TELEVISIONS in the city of Jamshedpur.
- The Personal information will not be used /disclosed anywhere , It is solely used for academic purpose only.

### **Section : 1**

**A) Name:**\_\_\_\_\_

**B) Age :**\_\_\_\_\_

**C) Gender :**\_\_\_\_\_

**D) Qualification**

- SSC/HSC
- Post Graduate
- Graduate

**E) Occupation**

- Professional
- Student
- Business
- Salaried
- Retired
- Others

**F) Yearly Income**

- 3-5 lakhs
- 5-15 lakhs

- 15-25 lakhs
- Above 25 lakhs

## SECTION -2

1. Have you heard about TCL television
  - Yes
  - No
2. Do you prefer TCL brands
  - Yes
  - No
3. Which brand of Television do you use
  - Sony
  - Samsung
  - TCL
4. What are the factors affecting the purchase
  - Quality
  - Price
  - Brand
5. Which media of advertisement influence your purchase
  - TV
  - Social media
  - Others
6. Are you satisfied with current price of TCL brands
  - Agree
  - Strongly agree
  - Strongly disagree
7. Rate your satisfaction level with picture quality of TCL
  - Highly Satisfactory
  - Dissatisfactory
  - Average
8. Rate your satisfaction level with colour quality of TCL
  - Satisfactory

Dissatisfactory

Average

9. Have you faced problem with TCL TV'S

Yes

No

10. Are you satisfied with after sales services of TCL brand

YES

NO