

华为手机的市场营销策略研究

摘要

随着科技以及智能产业的发展,我国的国产手机的行业的市场发展越来越激烈,不论从经济的发展还是环境保护的角度来看手机的市场发展已经被大众所接受。对于价格似乎并不是很多消费者所重视的问题,而手机的功能以及配置已经成为了目前很多消费者最在意的事情。在手机方面的竞争似乎存在的更加广泛以及各个行业之间也是逐渐发展也是非常的迅猛并且也加快了我国国际市场竞争的经济发展,而电子智能产品也是逐渐走入人们的生活以及国际市场,对于手机来说似乎成为了每个人必不可少的物件。在面临着手机的迅速发展阶段,手机不断地出现在我国经济市场中目前很必然的已经成为了我国目前最热门以及流行的一个智能产品。经过市场的市场调查以及研究,不难发现目前我国手机华为是在近几年的发展中,不论是手机的发展市场还是手机功能以及销售模式上面做的都是相对来说比较完善的一个手机市场。但是从广义方面来看,如果华为手机想在全面进攻国际市场并在国际市场进行华为智能手机的开拓,在这方面却存在着很多的问题,而本文便是针对华为手机的经济市场以及手机所拥有的功能、内存配置还有销售的渠道以及价格等方面做出恰当的分析以及研究调查,分析目前华为手机市场现状为走国际道路提出一些合理化的意见,从而制定出适合华为智能手机发展的一个国际市场道路。并为华为手机企业提供一些宝贵的发展运营理念。

关键词: 华为; 市场营销; 竞争

ABSTRACT

With the development of science and technology and intelligent industry, China's domestic mobile phone industry market development is more and more intense, whether from the perspective of economic development or environmental protection of mobile phone market development has been accepted by the public. Price does not seem to be a concern for many consumers, and the function and configuration of mobile phones has become the most important thing for many consumers. Competition in mobile phones seems to exist more widely and between various industries is also gradually developing is also very rapid and also accelerate the economic development of China's international market competition, and electronic intelligent products are gradually into people's lives and the international market, for mobile phones seems to have become an essential object for everyone. In the face of the rapid development of mobile phones, mobile phones continue to appear in China's economic market is now very inevitable has become China's current most popular and popular intelligent products. After market research and research, it

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