

Research on Marketing Strategy of Huawei Nova 7i in Islamabad, Pakistan

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Abstract: *In the past few years, Chinese mobile industry has become increasingly mature due to the development of science and technology. Chinese mobile phone brands such as Oppo, Vivo, Xiaomi and Huawei have risen rapidly, with the gap between them and brands including Samsung and apple gradually narrowing. Huawei sold the 200 million Smartphone across the world in 2018, and then sold 240 million phones in 2019, surpassing iPhone. In 2020; Huawei's mobile phone supplier market share in Pakistan reached 17.18%. Huawei mobile phone is the second most famous Smartphone brand in Pakistan. The company was launched in 1987 by Ren Zhengfei. It has over 194,000 employees as of December 2019. The Huawei Nova 7i phone is one of the best Smartphone in the hearts of Pakistanis. The reason why Huawei phones have increased their market share over the past few years is their ability to sell. Despite their excellent performance in Pakistan in recent years, Huawei Nova series are still facing fierce competition within the Pakistani mobile industry as Samsung Galaxy A32, Xiaomi Redmi Note 11, Oppo F19, Realme Narzo 30, Infinix Hot 11s and Vivo Y53 are the competitors. In this regard, Huawei Nova 7i need to maintain and improve their marketing strategy as well as product quality, so that it can increase market shares in the mobile market and achieve better results. This article mainly studies the marketing strategy of Huawei Nova 7i in Islamabad, the capital of Pakistan. The article will further analyze the marketing strategy of Huawei Nova 7i mobile phones in Islamabad, the capital of Pakistan, from the four P aspects: Product, price, place and promotion, as well as SWOT advantages, disadvantages, opportunities and threats. Through consulting primary data from the targeted respondents and literature reviews from different websites, articles, and journals, a survey questionnaire was taken using a systematic sampling of Islamic international university and Quide azam university Islamabad metropolitan city. The article is written based on established questionnaire distributed among 64 university students in combination with specific theories. The questionnaire was used to collect primary data. The impact of each determinant was explored with frequency and percentage analysis by using SPSS. The researchers investigated Huawei's Nova 7i branding strategy in Pakistan and summed up what they have done to become the most famous Smartphone brand in Pakistan after Samsung. The study analyzes how Huawei, as a Chinese brand, has gained a dominant position in the Pakistani Smartphone market. After using the 4Ps and SWOT analysis results, the researchers put forward countermeasures and suggestions to improve the marketing strategy of Huawei Nova 7i in Islamabad, the capital of Pakistan. The author hopes that this article can help Huawei Nova 7i mobile phone to maintain better sales in Islamabad, Pakistan in the fierce competition of mobile phone brands.*

Keywords: Huawei Nova 7i, Marketing strategy, SWOT, 4P Theory, Smartphone