

CONTENTS

ABSTRACT.....	I
摘要.....	III
ACKNOWLEDGEMENTS.....	IV
1. INTRODUCTION	1
1.1 Research Background	1
1.2 Research Motivation	3
1.3 Research Objectives.....	4
1.4 Research Methods.....	4
2 LITERATURE REVIEW.....	5
2.1 Marketing.....	5
2.2 The Theory of STP.....	6
2.3 The Theory of 4Ps.....	7
2.4 Overview of OPPO	8
2.5 Current Research Status.....	10
3 METHODOLOGY	12
3.1 PEST Analysis	12
3.1.1 Political Factors	13
3.1.2 Economic Factors.....	13
3.1.3 Social Factors.....	14
3.1.4 Technological Factors	14
3.2 Michael Porter’s Five Forces Model.....	15
3.2.1 Bargaining power of suppliers	15
3.2.2 Bargaining power of customers	15
3.2.3 Threat of new entrants	15
3.2.4 Threat of substitutes.....	16

3.2.5 Industry rivalry.....	16
3.3 SWOT Analysis	16
3.3.1 Strengths	17
3.3.2 Weaknesses	17
3.3.3 Opportunities.....	18
3.3.4 Threats.....	19
4 RESULTS.....	20
4.1 OPPO's STP Strategy.....	20
4.1.1 Market Segmentation	20
4.1.2 Market Targeting.....	21
4.1.3 Market Positioning.....	21
4.2 OPPO's Marketing Strategy.....	21
4.2.1 Product	21
4.2.2 Price	25
4.2.3 Place.....	25
4.2.4 Promotion.....	27
4.2.4.1 Advertising Slogans	27
4.2.4.2 Celebrity Endorsements	28
4.2.4.3 Weibo Marketing.....	28
4.2.4.4 WeChat Marketing	32
4.2.4.5 Advertising Production	33
4.2.4.6 Sponsorship and Embedded Marketing	35
4.2.4.7 Creating a Stylish and Upmarket Brand Image	37
4.2.4.8 Offline Promotion	38
4.3 Problems Discovered	38
4.3.1 Product.....	38
4.3.2 Price	38

4.3.3 Place.....	39
4.3.4 Promotion.....	39
4.4 Advice on the Marketing Strategy of OPPO Mobile Phones.....	39
4.4.1 Product.....	39
4.4.2 Price.....	40
4.4.3 Place.....	40
4.4.4 Promotion.....	41
5 DISCUSSION AND CONCLUSION.....	42
REFERENCES.....	44

LIST OF TABLES

Table 1 : 2017 Worldwide Smart Phone Platform Shipments and Market Share	2
Table 2 : 2017 Top Five Smart Phone Company,Shipments and Market share	2
Table 3 : OPPO Mobile Phone Price (The Monetary Unit of Price: RMB Yuan)....	25

LIST OF FIGURES

Figure 1 : Factors Chinese Consumers Consider when Choosing Mobile Phones....	22
Figure 2 : Mobile Features Chinese Consumers are Concerned About	22
Figure 3 : Mobile Configuration Chinese Consumers are Concerned About	23
Figure 4 : Weibo Coverage Comparison for Weibo Posts Promoting OPPO R11s by its Endorsers	30
Figure 5 : Comparison of Weibo Forwarding Numbers of Posts Promoting OPPO R11s by its Endorsers	30