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Smartphone Market in India 2012

A Smartphone is a cellular phone with better, faster and enhanced operating abilities and performance which was earlier restricted to Personal Digital Assistant (PDA) and portable computers. Smartphones are rapidly replacing feature phones in India. With the number of vendors offering wide variety of smartphone devices, consumers are spoilt for choices with diverse features at different price. http://www.bharatbook.com/market-research-reports/mobile-and-telecoms-market-research-report/smartphone-market-in-india-2012.html

The report begins with â€˜Introductionâ€™ section covering overview of smartphone which provides basic idea of the technology and brief details regarding the prime features of smartphones.

The â€˜Smartphone Overviewâ€™ section elaborates global & domestic market state of smartphone business. It is accompanied by a plethora of qualitative and statistical information regarding the state of smartphone in major countries such as, smartphone shipments by various vendors and their market share and other related information.

It is followed by â€˜Drivers & Challengesâ€™ section elaborating the major furtherance & impediments for smartphones in India. Both the â€˜driversâ€™ and â€™challengesâ€™ are equally stressed upon to provi idea regarding the probable obstacles and rewards in the line of business and help vendors take necessary measures.

The report continues with â€˜Market Opportunityâ€™ section where potential application areas for smartphones in India are elaborated. Each of the opportunity areas are accompanied by statistical data for detailed analysis.

Next the recent developments and prominent trends in the market are illuminated under â€˜Market Trendsâ€™ section.

In the â€˜Smartphone Player Profilesâ€™ section, the key smartphone manufacturers are profiled. The section begins with a feature-price trade-off matrix for smartphone players in the country. It continues with information such as corporate & business highlights covering operational & recent information regarding each companyâ€™s contact information, location, key product and service offerings and key contacts for each of the players. It also provides financial performance for a period of time including revenue and profit, key ratios, financial summary and key financial performance indicators. Key business segment and key geographic segment for each player are provided as well to provide further clear idea regarding the companies. It also consists of a prices and specifications table for the latest smartphone devices available in India.

The report concludes with the section â€˜Strategic Recommendationâ€™ which is derived after a comprehensive analysis of the market state & scope. It suggests key strategic moves which can help enhance and accelerate adoption of smartphones in India.

For more information kindly visit : http://www.bharatbook.com/market-research-reports/mobile-and-telecoms-market-research-report/smartphone-market-in-india-2012.html

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