

Working in an international market

Business



News Article Analysis- Week 3 Business Week October, Article Analysis Review – Working in an International Market Googles BigPlans for Low-Cost Android One Phones in Indiabusinessweek. com1. Write a summary of the article. With the Indian market for smart-phones booming, Xiaomi has publicity with its weekly gleam sales on Flipkart. However, Xiaomi is not the only overseas firm seeking to benefit from consumer demand for low-priced substitutes to the iPhone. Google is perhaps the most ambitious company with a plan to dominate the market (Einhorn, 2014). In the recent past, the company made India its first market for the new operating system of Android One smart-phone. After launching the iPhone in India, Google intends to enlarge Android One to Philippines, Indonesia and other countries of South Asian by the close of 2014 and further countries in 2015. 2. What are the main concepts of the article? The smart-phone launched by Google Inc is the first gadget from its initiative of Android One which is meant to boost sales in major emerging markets through better quality software and cheaper prices. The company is partnering with Acer Inc, Panasonic Corp and HTC Corp to develop more gadgets under Android One. With Android One, the company aims to enhance the quality of software and hardware through giving handset creators a reference frame. Android One smart-phone high sales should mean more manipulation of Googles suite products', and more Internet access. India is an appealing market for firms, such as Google that produce low-cost smart-phones since more people can afford a smart-phone, for the first time. 3. Based on the topic you chose to research this week, please discuss the concepts presented in the textbook and how your article describes. Include support for your discussion by providing specific examples and illustrations from both the course text and your article. The article <https://assignbuster.com/working-in-an-international-market/>

relates since it shows the operations of Google Inc in the international market. Google launches a new smart-phone Android one in the Indian market. Googles new Android system targets the booming segment of inexpensive worlds fastest expanding smart-phone market. Currently, most low-cost smart-phones in India and various emerging markets run diverse and somewhat customized Android operating system versions. The many disparities they generate make the smart-phones prone to malfunctions, and leave Google with nearly no control on its platform. Working in an international market entails outdoing competition through providing a unique product or a low-cost item. Android One phones, for example, offer consumers affordability. Google, thus, competes with Chinas Xiaomi, Samsung Electronics Co and Motorola, which all make equally priced devices. Android One phone has quality software and hardware and is affordable which makes Google compete effectively in the international market. The Android one phone software upgrades would come precisely from Google, hence giving the firm better management of the operating system. It also ensures customers get a steady service. Another feature that allows Google to compete in the international market includes customizing content of the web to suit Indian consumers. The new Android phone can also be used in various Indian languages, involving Hindi. 4. If the author states an opinion, what is it? Do you agree or disagree? Why? If the author does not state a direct opinion, do you agree or disagree with the opinion of the article? Why? The writer in this article discusses the phone market in India, which is dominated by foreign markets. Xiaomi and Google are examples of foreign companies seeking to exploit the customer demand for low-priced substitutes to iPhones. Being an ambitious firm, Google launches a new

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Android smart-phone in India as its first market. India has the largest market for smart-phones due to the country's population. According to the writer, India particularly requires better low-cost phones. I, therefore, agree with the author that Indian market requires better Android phones. The average incomes in India are lower, and the costs of the handset are higher. Hence, majority of Indian population cannot afford the iPhones available in the market. For instance, some inexpensive phones might be associated with obsolete Android versions, limiting the consumers' ability to utilize newer apps. Google, thus, curbs the potential to monetize those consumers. 5. In your opinion, what is the impact of the topic of the article on the local and national business community and economy, and on consumers? Give examples. The impact of this topic is great both on a national and local level as working in the international market can be a significant factor to the success of a business. Business need to identify the gaps in the market and develop ways to fill them. For example, before Xiaomi joined the Indian market, there was no shortage of cheap phones. Nevertheless, Google identified the quality of hardware was not what it needed to be. They, hence, launched the Android One phone which possesses quality software and hardware, and it is also inexpensive. Consumers will also have more alternatives as Google plans to produce, with eight more brands, both foreign and domestic. Introducing Android One phones, involving HTC (2498: TT), Acer (2353: TT), and Lenovo (0992: HK). 6. Why is the article of interest to you? What did you learn from the article? The article's headline attracted my attention because Google is famous for its innovative products. Technology has also become part of people's live, and it is, consequently essential to ensure that the devices available in the market meet the

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requirements of the current market. iPhones and smart-phones have become part of today's life. The report also included companies that carry out international business, such as Google and Xiaomi, which covered my topic of study. From the editorial, it is evident that the technology is a significant segment of the current generation and firms should ensure their developments are up-to-date. References Bruce Einhorn (2014). Googles Big Plans for Low-Cost Android One Phones in India. Journal Article Retrieved from <http://www.businessweek.com/articles/2014-10-21/googles-big-plans-for-low-cost-android-one-phones-in-india/>