

# Htc Corp Case Study Analysis

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Case 7- HTC Corp. 1) Evaluate HTC's performance as described in the case. What are its competitive assets and liabilities? HTC was founded in 1997 by HT Cho and Cher Wang in an office located in Taiwan.

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Htc Case Analysis 1524 Words | 7 Pages. directors of HTC for your review. Challenge HTC, while maintaining its current ODM business, will develop a strategy that leverages its core competence as a mobile phone manufacturer to create a premium HTC branded smart phone to achieve a 12% global market share of all end-user smart phones within 3 years.

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A Case Study on HTC Corporation A case study on HTC Corp. Introduction HTC Corporation (HTC) formerly, High Tech Computer Corporation is a manufacturer of smartphones and tablets. The company focuses on the designs, develops, manufactures, and sells smart hand-held devices, such as, personal digital assistants (PDAs), smartphones, and other related components.

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faced tough times in 2012. The Director-General Peter Chou, who was driven

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HTC's strategic vision is to further reduce the distance between people, facilitate the management of information, and reinforce users' communications and lives (HTC Corporation, 2009). HTC's Business Level Strategy. The business level strategy of HTC is focus differentiation strategy.

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net loss \$101 million in 3rd quarter FY 2013 Summary & concluding comments: Strengths Weaknesses Opportunity Threats Tremendous opportunity in smartphone industry Company needs to address and resolve weaknesses Failure to address and resolve weaknesses will result in continued

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