

**NAGINDAS KHANDWALA COLLEGE OF COMMERCE,
ARTS & MANAGEMENT STUDIES
MALAD (WEST), MUMBAI - 400064**

BACHELOR OF MANAGEMENT STUDIES

SEMESTER I

1. BUSINESS COMMUNICATIONS

2. BUSINESS LAW

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6. BUSINESS ETHICS

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**NAGINDAS KHANDWALA COLLEGE OF COMMERCE,
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PROJECT REPORT ON:

Success of one plus in Indian market

SUBMITTED BY:

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ROLL NO: 5061

T.Y.B.M.S (MARKETING) SEMESTER

VI

PROJECT GUIDE:

Prof. Ms. Gargi Dubey

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I feel incredible delight in communicating my respects and significant feeling of appreciation to the individuals who have expanded their assistance every which way so I can finish this task. Help is a deliberate satisfaction of obligation, which, all the individuals referenced underneath have performed it to their greatest, in a way giving me and my research the utmost importance.

I wish to express my gratitude to **DR. ANCY JOSE**, Principal and **DR. MONA MEHTA**, Vice Principal, for their support. I would like to thank our BMS coordinator and my research supervisor **GARGI DUBEY**, to whom I am highly indebted for her guidance and constant supervision as well as for providing necessary information regarding the project & also for his support in completing the project. She has taken pain to go through the project and make necessary correction as and when needed.

I also extend my heartfelt thanks to my family, peers and well-wishers.

Executive summary

Phones are very easily adaptable by people and in today's world which is full of technical and digital it very necessary to be the smartest in the market. Phone market is considered to be the highest growing market because of increase in technology and progress in digital. There are many players in the market Samsung, Apple, Vivo, Oppo etc. One them is the One Plus which has made it's footprint in the Indian market in very less time.

So this research study is about China-based technology start-up OnePlus's foray into India, the world's fastest-growing smartphone market. In India, how OnePlus positioned itself to appeal to users of high-end phones and undercut rival products on price, despite closely matching them on specifications. The study shows that how slowly OnePlus devices appealed to cost-conscious young customers in a country where many buyers were first time users of smartphones. The study also depicts company's strategy in India and the reasons behind its success.

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Certificate

This is to certify that **Ms. Shruti Patel** has worked and duly completed his/her Project Work for the degree of Bachelor of Management Studies under the Faculty of Commerce in the subject of

Marketing and his/her project entitled, “**Success_of One Plus in Indian market**”

under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is her own work and facts reported by her personal findings and investigations.

PRINCIPAL

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Prof. Gargi Dubey
Name of the guiding teacher
(Project Guide)

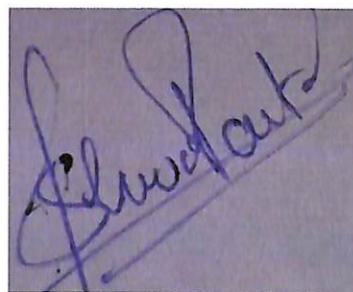
Date of submission: 31 March 2021

Declaration by learner

I, the undersigned Miss **Shrusti Patel** here by, declare that the work embodied in this project title "**Success of One Plus in Indian market** " forms my own contribution to the research work carried out under the guidance of **Prof. Gargi Dubey** is a result of my own research work and has not been previously submitted to any other University for any other Degree/ Diploma to this or any other University.

Wherever reference has been made to previous work of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with the academic rules and ethical conduct.



Shrusti Patel



Certified by

Professor Gargi Dubey

(Project Guide)

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Chapter 1:
Introduction and Methodology

1. Introduction

IMPORTANCE OF SMARTPHONES:

After the creation of Smartphone an abrupt change appeared in the human life and finds the best approach ahead in the field of innovation. It is impossible to find anybody without advanced cell.

While talking about the subject of new media the significance of systems (network) basic. With the assistance of systems the entire world is associated with one another. What's more, this is the most effortless approach to connect with your relatives, companions and customers. At the point when somebody is going to buy a phone he will consider the service, the size of the phone, about the cost of the phone & n then you need to settle on a choice to buy a phone. On the off chance that buyer buys a cell phone he will be interested with the features of the phone than looking for something else.

The cell phone industry is the quickest developing on the planet and India includes more versatile associations consistently than some other region and this pattern is obvious by inflow of handsets into the nation.

The telecom blast in the nation gives chances to numerous handset producers. Among the quickest developing areas in the nation, telecom has been zooming up the exchange bend at a very good pace.

The telecom business in India has been ruled by cell phones. There were 840 million or more clients of cell phones in 2014 in the nation and subsequently it is turning into a predominant gadget for voice correspondence and other worth based administrations.

Indian brands lead the market with regards to the most number of gadgets jump started with 7 out of 10 of the top brands being Indian. Samsung, HTC and Sony were the main remote organizations that made it into the best 10.

Gradually the market as shown many changes since the emergence of new mobile brands like One plus, vivo, Oppo etc. The Brand which has affected and has set up their market widely in India is **One plus**.

As of 2020's survey, experts found that one plus is the leading phone as compared to others. Which led my research to success of one plus in Indian Market.

Nobody thought a Chinese brand would briefly change the outcome of Indian Market.

One Plus is considered to be the top premium brand phone and also the leader in the Industry overtaking Samsung and Apple in the year 2017-18.

Therefore,

Talking about one plus...



One Plus Technology. Normally known as OnePlus, is a Chinese cell phone producer, which is situated in Shenzhen, Guangdong. It was established by Pete Lau and Carl Pei in December in the year 2013. Pete Lau is currently the CEO of the company. The organization formally serves 34 nations and districts the world over starting at July 2018. They have discharged various phones, among different items. It is as of now greater part possessed by Oppo as its solitary investor, which is an auxiliary of BBK Electronics alongside Oppo, Realme and Vivo. In spite of, both OnePlus and Oppo denies OnePlus is an auxiliary and keep up they are free organizations, albeit OnePlus affirmed it utilizes Oppo's assembling line and offers some portion of the production network benefit with Oppo.

Its headquarters is in Tairan Building in Chegongmiao, Futian District.

One Plus is additionally known for its exceptionally particular motto (slogan): "Never settle", remembered for a portion of their backdrops (wallpaper), and is a major job in the organization.

The objective of the research summarizes on what is to be achieved by the study.

OBJECTIVES OF STUDY.

1. To study about the preference level of one plus phone compared to different phones.
2. To study, the major features on which the customer focuses on while buying the phone.
3. To analyse the taste, brand preferences and customer satisfaction level.
4. To study effectiveness of marketing strategies of One plus.
5. To study consumer awareness of latest one plus smartphones
6. To study the presence of the company in the market.

Objective of the company:

ALWAYS STRIVE FOR GREATNESS.

STAY FOCUSED AND FARSIGHTED.

NEVERSETTLE IS JUST NOT THE SLOGAN BUT A PLEDGE TO BE BETTER VERSION OF YOURSELF.

METHODOLOGY

RESEARCH TYPE

The research objective is to understand the preference of one plus over other mobile phones and what made its success in Indian market can be studied through this research.

This research helps in understanding the facts and also new insights. After global giants such as I-phone, Samsung and one plus entering the Indian market, very few insights have come out in terms of market share, people's interest and perspective on the same. This study will help the consumers to know what best one plus offers to people in India and also what their competitors are good at.

SAMPLE SIZE

This study uses the random sampling method which allows the age group of 15 to 45 & above to participate in this research. The research is conducted using a structured questionnaire which involves multiple choice questions and some personal response questions.

The particular age group is selected because every age group starting from 15 has some kind of knowledge about the smartphones as well as have their own smartphones with themselves.

Marketing for one plus services would be most efficient for age group 20-35. Because they are the highest one in need of a good smartphone as well as they get along with the latest skills and technologies needed.

However each age group is as important now because the younger generation is getting more inclined towards technology and have great knowledge more than the older ones.

This method of collecting information - questionnaire – has been used to easily administer the questions, allow for structure and standardization. Also helps in gathering relevant and authentic, first- hand data.

DATA SOURCES

Data is one of the most important aspects in any of the research. Every research is based on data which is to be analysed and interpreted to get information.

The task of data collection begins after the research problem has been defined and research plan has been very well illustrated. For any data collection of any research project, the sources of data must be very clear.

There are two sources of data collection techniques i.e.: 1. Primary Data & 2. Secondary data.

(Collection techniques).

Primary Data:

Primary data collection is basically use of surveys, experiments or direct observations. These are the ones which are collected fresh for the first time for the problem solution. It may be obtained from individual, family and representative.

Secondary data:

Secondary data collection is done by collecting research information by diverse (different) source of documents or electronically or market studies are examples of sources (which are common) in secondary data. In easy words these sources may include books or periodicals reports, data services etc.

In the context of this project study, the source of data which I have used for this project is primary type of sources. The primary data source is the respondents who have filled my questionnaire.

Scope of the study:

The study can help the brand in improvising also keeping customer's opinion into consideration and making necessary changes if needed.

The study can be helpful in understanding the reason behind some customers not liking the brand or why they prefer competitor's brand over one plus.

The study tells us what made them so successful in the Indian market and people's preference on one plus.

The study shows that people's trust on a Chinese brand product and maintaining reputation as well.

Nowadays people are more inclined towards getting most of the benefits at low or medium cost and One plus is managing to do that.

The study will clearly help to understand what made the success of one plus in India and therefore the brand reputation as of now.

LIMITATIONS OF THE STUDY:

All the respondents who have filled my questionnaire were not knowing about the one plus TV, and there are some who have not used or does not like one plus as a brand.

The collection of data consisted only of people living in India. Therefore, more responses would have been there if it was besides India.

There can be two or more results that can be contradicting so it is difficult to come to a firm solution.

The information obtained from the customers is based on questionnaire method and was assumed to be factual.

The study is fully based on respondents' perception or view, hence there are more chances for human bias.

Chapter 2:
Understanding of Entire Brand
/Research of the topic

BRAND: ONE PLUS

One Plus Technology. Normally known as OnePlus, is a Chinese cell phone producer, which is situated in Shenzhen, Guangdong. It was established by Pete Lau and Carl Pei in December in the year 2013. Pete Lau is currently the CEO of the company. The organization formally serves 34 nations and districts the world over starting at July 2018. They have discharged various phones, among different items. It is as of now greater part possessed by Oppo as its solitary investor, which is an auxiliary of BBK Electronics alongside Oppo, Realme and Vivo. In spite of, both OnePlus and Oppo denies OnePlus is an auxiliary and keep up they are free organizations, albeit OnePlus affirmed it utilizes Oppo's assembling line and offers some portion of the production network benefit with Oppo.

Its headquarters is in Tairan Building in Chegongmiao, Futian District.

The company's main goal was to design a smartphone that would keep the balance between high end quality products along with lower price than other phones in its competition.

It believed that the users would "never settle" for the lower quality devices produced by the competitors or other companies and be the "muji" of the tech industry. Which refers to as high build quality. The CEO explains as the company will never be different just for the sake of being different. Everything done by the company has to improve the actual user experience in day – to day –use.

One Plus targeted the niche market because of the various restrictions, also at that time they were just starting up. The niche market consisted of tech developers and enthusiasts; this is because they needed an android device with flexibility with software whilst using hardware to the fullest.

The popularity of one plus grew as it was starting to impress the niche market and therefore in turn got the attention of global market.

One plus spent the first five months actively hyping upon an unborn product, as they did not want their product to be vaporized.

The company unveiled its first smartphone i.e. one plus one on 23 April 2014.

Alongside the phone was also launched in INDIA. The phone was being sold only through Amazon India utilizing the welcome framework until further notice in spite of the fact that the phone will be accessible through the pre-request framework sometime in the future. Just the 64GB model is being sold here.

The phone will be accessible for buy today for the individuals who have a welcome (invite). Just 20,000 units will be accessible at first, with additionally showing up later.

As we have referenced previously, the OnePlus One in India won't get any updates to Cyanogen Mod because of a restrictiveness manage (deal) with Micromax. Accordingly, the organization will later give their very own beta rendition Android Lollipop ROM that will supplant CM on the phone.

The organization (taking) took a shot at building its administration places in India and will have 25 strolls in administration bases on the nation. India is likewise the primary market outside of China where OnePlus will have an official nearness with General Manager Vikas Agarwal driving the India group.

Later in December 2014, Household handset producer Micromax and Chinese cell phone creator OnePlus have pulled back its particular claims against one another, OnePlus has educated in a blogpost.

OnePlus said that all lawful procedures have been settled and both the cases have been pulled back through common assent. It additionally noticed that OnePlus One will keep on accepting OTA refreshes from Cyanogen in-accordance with its clients in other worldwide markets.

Strikingly, Cyanogen author Steve Kondik had as of late told that it is going separate ways with OnePlus since both the organizations "at last had various objectives for its product", because of which there were "crashes between characters". OnePlus anyway has disclosed to Etch that they will "keep on working with Cyanogen for every single future update."

In December, OnePlus had been limited by the Delhi High Court from transportation or selling its cell phones in India, after Micromax had whined that OnePlus had encroached on its exclusive rights by propelling OnePlus One in India. Micromax had marked a multiyear elite authorizing manage Cyanogen for South Asia area in mid-2014 while OnePlus had a non-selective worldwide permitting manage Cyanogen.

Strikingly, this order had come only a day prior Micromax propelled its first Cyanogen-based cell phone Yu Yureka in Quite a while. The organization had asserted at the time that it had caused "significant costs for making a brand restrictiveness to Indian client's cell phones with Cyanogen working frameworks" and it will "endure unsalvageable damage and misfortune if the respondents are allowed to proceed with their illicit demonstrations disregarding the understanding among Micromax and Cyanogen".

Court records at that point anyway had indicated that Cyanogen had over and again changed it remain on its association with OnePlus and had likewise flip floundered on giving programming updates to OnePlus One.

After seven days, Delhi High Court had lifted the restriction on the offer of OnePlus handsets, permitting the cell phone producer to continue bringing in the handsets to its nation. The organization at present sells its handsets only on Amazon India.

In the midst of the legal dispute continuing, OnePlus additionally quickened the advancement of its own Android-based working framework called "Oxygen OS" and had discharged it for open accessibility nearly a month ago.

At the launch of one plus one, the company initially had a target (sales) of 50,000 units but ended up selling 1+ million units at the end of fiscal year (2014).

In India one plus ranked at number 3 at the premium segment market. (Smartphones which are above 30,000 price marks).

One plus clearly bought many specifications at nominal pricing which attracted consumers and bought in the target audience.

When the device went on sale on May 21, it was being reported that there were more than Rupees 100 cr. In sales in less than 10 minutes of launch.

One plus operates in above Rs 30,000 segment where Apple and Samsung are its main competitors.

ADVERTISING AND MARKETING INITIALS USED BY ONE PLUS WHICH BROUGHT THE PHONE'S SUCCESS.

INVITATION SYSTEM.

At the point when the OnePlus One showed up out of relative lack of definition in 2014, its shining appearance accompanied one glaring imperfection—welcomes. The telephone was just accessible through an unbalanced framework whereby you could pursue a welcome to buy the telephone at unpredictable interims. The framework was an imperfect bad dream, yet it was an essential insidiousness that helped the youthful organization oversee tremendous interest. Following two years and two more cell phones, OnePlus is bidding farewell to welcomes finally.

Wired reports that the organization's foreseen OnePlus 3 will dispatch on June fourteenth, and this time you won't need a welcome to get one. Rather than asking an organization "really, extra special please" to purchase its pocket PC, you would now be able to get it like whatever other gadget, which should help make OnePlus the greater player it has the right to be.

It made individuals reconsider the \$300 cell phone. Be that as it may, it likewise made everybody reconsider how they purchase a phone, with a greeting based framework as disappointing as it was arcane. Presently, with the fast approaching dispatch of the OnePlus 3 leader on June fourteenth, that frenzy finishes and you'll purchase the phone like some other telephone. In other words, there is no need of invite for buying a one plus.

Therefore, people were more comfortable buying the phones and which build the trustable factor.

SMASHING OLD PHONE.

This campaign was started by one plus during the initial start year which is in 2014. It was about destroying the old phone by sending a video and getting a one plus phone in 1 \$. However, there were many miss-interpretations and later before the launch one plus revised its rules and regulations for the campaign.

LADIES FIRST CONTEST.

The contest asks women to draw the OnePlus logo on their body (or on a sheet of paper that they're holding) and then take a photo of themselves and post it in OnePlus' forums. From there, the 50 "most well liked" will get a free T-shirt and have the option of buying the phone. OnePlus is calling it the "Ladies First" contest

Products launched by one plus:

1. One plus one.



Code name: bacon (Known as:
sandstone black, 64 GB) running cyanogen OS 12

One plus one, the first android smartphone launched by one plus on 25 April 2014 (no clear date has been mentioned) (invite –only release) and 6 June 2014 (world wide release) but in India the initial release was on 2 December 2014.

In India it was available for Rs 21,999. The company also started selling accessories for the phone at the same time.

One plus one was claimed as “2014’s flagship killer”.

One plus one had many hardware issues at the time of the launch, later these were taken care of in later batches of the phone.

2. One plus 2.



Code name: one plus 2

Android 5.1 Lollipop as its operating system

The handset has two adaptations: one with 3GB of RAM and 16 GB of capacity while the other variation highlights 4GB of RAM and 64GB of inward stockpiling (internal storage).

The One plus 2 is a cell phone structured by One Plus. It is the successor to the One plus One. One Plus uncovered the phone on 28 July 2015 by means of computer-generated reality, utilizing Google's Cardboard visor and their own app.

On 25 January 2015, OnePlus declared the cell phone's legitimate name as OnePlus 2. It was likewise later revealed that the OnePlus 2 would have a late 2015 discharge, potentially because of equipment issues with its processor.

“Sales of the #OnePlus2 start in the US, Canada, India, EU, and China on August 11! It will roll out in Southeast Asia in Q4 of 2015.” A tweet by the company during the launch time.

In October 2015, OnePlus prime supporter Carl Pei said that the OnePlus 2 will be the main lead from the organization for the year 2015, yet another phone, called the OnePlus X was discharged.

3. One plus X.



Code name: onyx
Slogan: powerfully beautiful

The OnePlus X. It was discharged on 29 October 2015, a quarter of a year after the arrival of the organization's subsequent lead, the OnePlus 2 on 27 July.

The OnePlus X was accessible in three plan choices: Onyx (dark), Champagne (white), and a constrained version Ceramic version. OnePlus has expressed that the Ceramic OnePlus X was discharged in Europe with a restricted run of just 10,000 Units.

Four days after the arrival of the telephone, the organization additionally discharged a service contract program approached Guard for clients in Europe and India. It gives new OnePlus 2 and OnePlus X clients' inclusion from gadget breakage, fluid harm, unplanned harm, and vandalism among others.

4. One plus 3.



Code name: one plus 3
Slogan: it's about time.
A day's power in half an hour.

Announced by the company on 15 November 2016 and was released on 22 November.

The OnePlus 3 is the primary OnePlus gadget to not be a piece of the welcome (invite) system, which OnePlus had utilized for its last three gadgets to control stream with deficient assembling for the inescapable popularity.

The OnePlus 3 highlights another metal back structure, like that of a HTC M9 or later, with aluminium and bended edges. The gadget is accessible in two hues (colours), Graphite (dark/dim) and Soft Gold (white/gold, discharged later in August 2016).

One plus 3T



Code name: oneplus3

One plus 3T is the successor of one plus 3. The phone accompanies a quicker Qualcomm Snapdragon 821 processor and a greater 3400 mAh battery. It is a gradual update to the

organization's lead telephone being discharged just a half year later. It includes the indistinguishable Optic AMOLED show, the equivalent Sony IMX298 back camera sensor, and a similar Dash Charge innovation as its predecessor.

5. One plus 5.



Code name: cheeseburger.

One plus 5 is successor to one plus 3T

The phone was first released on 20 June, 2017.

The Verge declared in May 2017 that the successor to the OnePlus 3 would be known as the OnePlus 5. While OnePlus didn't formally state why the number four was skipped, it was conjectured that it was because of the number four being viewed as unfortunate in China. According to India Today, the four was skipped on the grounds that OnePlus 2 was not extremely fruitful and now OnePlus considers even numbers unfortunate

OnePlus affirmed that the handset would include a Snapdragon 835 processor before the launch. OnePlus additionally noticed its work with the picture preparing firm DxO to improve the camera on the gadget.

One plus 5T



Code name: dumpling

It was disclosed on 16 November 2017 by means of a live spilled press occasion which circulated on YouTube. It went marked down on 21 November 2017. It is a gradual update to its antecedent, the One plus 5, which was uncovered just five months earlier. Some outstanding changes that happened were the bigger showcase and more slender bezels found on the gadget and the re positioning of the unique finger impression scanner from the front to the back board. On 17 May 2018 the One Plus 5T was prevailing by the One plus 6.

6. One plus 6.



Code name: enchilada

In March 2018, it was reported that the phone would have a "notch", however that there would be a choice to stow away it. On 2 April 2018, it was affirmed that the top-notch release of the OnePlus 6 would highlight the Snapdragon 845 processor, 8 GB of RAM and 256 GB of inside storage.

OnePlus opened discussions for the OnePlus 6 in April 2018.

Multi week after the One plus 6 went at a bargain, OnePlus recognized a product bug that made the gadget drop all sound when a call was changed to speakerphone. This was later settled in a 5.1.6 programming update.

One plus 6T



Code name: fajita

It was declared on October 29, 2018, preceding being discharged on November 6. The dispatch was initially booked for October 30, yet was rescheduled to abstain from matching with Apple Inc.'s. On October 30.

The One Plus 6T is a gradual equipment update to the earlier One plus 6.

Specifically, through expanding the size of the presentation alongside the gadget's screen-to-body proportion and by somewhat contracting the base "jawline" bezel. This is notwithstanding the 6T's other significant changes which incorporates expanding the size of the battery, evacuating the 3.5 mm sound jack, and giving another optical in-show unique mark sensor.

7. One plus 7 and one plus 7 pro.



The two phones have a metal/glass development, with an anodized aluminium edge and Gorilla Glass on both the front and back. The OnePlus 7 settles on a progressively moderate plan with a score, taking after the 6T, while the OnePlus 7 Pro has a close full screen bended showcase with an 88.1% screen-to-body proportion. Both are accessible in Mirror Gray; Red is select to the 7 while Almond and Nebula Blue are restrictive to the 7 Pro.

One plus 7T and 7T pro



Code name: hotdog and
hotdog

The OnePlus 7T and 7T Pro are Android-based cell phones made by OnePlus. The 7T was revealed on 26 September 2019, and the 7T Pro was disclosed on 10 October 2019. The McLaren release from the 6T returns on the 7T Pro. Both have minor updates similarly as with past T telephones, for example, new programming, redesigned cameras and a quicker chipset.

The OnePlus 7T is the successor to the 7 that was discharged 5 months earlier for the European and Asian market, and to the 6T for the American market where the OnePlus 7 wasn't accessible available to be purchased. It includes another structure factor contrasted with its antecedents, with a 20/9 angle proportion rather than 19.5/9.

8. One plus 8 and One plus pro



Code name: instantnoodle and intantnoodlep

The two phones have a metal/glass development, with an anodized aluminium edge and Gorilla Glass on both the front and back.

9. One plus 8T



Code name: kebab

The OnePlus 8T is Android-based cell phones made by OnePlus. The 8T was revealed on 14 October 2020, and released on October 20 in Europe and October 23 in the United States.

10. One plus nord



Code name: Avicii

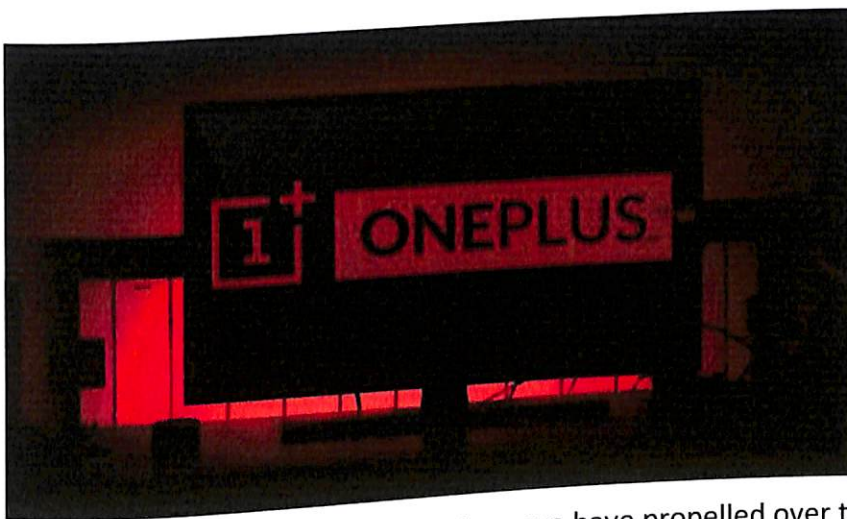
The OnePlus Nord was revealed on July 21, 2020, and released on August 4 in Europe and India. It is now available in Europe, India, Hong Kong, and Malaysia.

WIRELESS EARPHONES.

The OnePlus Bullets Wireless, including snappy charging, attractive earbuds, and Google Assistant joining, are the main remote earphones from OnePlus.

The new silicon Bullets are water safe. They're processed out of aluminium, with worked in blades that should make them stick in your ears in any event, during energetic exercises. The sides of the earbuds are attractive, so you can adhere them to one another, framing a sort of innovative jewellery around your neck.

One Plus TV:



So, OnePlus TV is the primary new item we have propelled over the most recent six years. OnePlus began as an advanced mobile phone organization and we have worked admirably in making another great quality item in the course of the most recent five years. Presently, we can really have a similar effect in the TV class which has gotten unconcerned and curbed. There has not been any significant advancement in the TV space, it is nearly equivalent to what PDAs used to be in 2014.




o we need to carry back the savvy TV with a similar fervour that the clients have for the advanced mobile phones.







We would like to bring a consistent encounter between your savvy gadget, which is the PDA, and the TV which will be the focal point of your shrewd home. There will be consistent interchange between all the associated gadgets and the keen TV can be at the focal point of every one of them.

Regarding the novel element, right off the bat, it will have presumably the best stable involvement with the savvy TV. Furthermore, it will have consistent network with your shrewd gadget. For instance, it is going to auto alter the TV sound in the event that you are accepting an approach your advanced cell. Thirdly, as far as the whole form quality, we will bring the equivalent OnePlus plan standards into the TV.

It will be sensibly valued. We are taking a gander at just the exceptional crowds. It won't be the mid or the section level keen TV, yet we will be more practical contrasted with the options that we are focusing on.

List of One plus competitors:

1. APPLE	
2. SAMSUNG	
3. Oppo	

4. Xiaomi	
5. ASUS	
6. Huawei	
7. Sony	
8. Lenovo	
9. Nokia	

According to Vikas Agarwal, the general manager one plus India says:

One plus's journey in India:

Not at all like for different brands, India is our most significant market. We are focused on making our Indian activities greater and fruitful. The initial step is to fortify our innovative

work (R&D) capacity. We set up our greatest R&D focus in India where we have 250 representatives. We're hoping to additionally scale up to somewhere in the range of 1,000 and 1,500 individuals in the following a few years. We've just dedicated an extra venture of Rs1, 000 crore.

The subsequent zone is fabricating. Since 2016, we've been producing locally and today 100% of the telephones we sell in India are gathered locally. Truth be told for the current year; we've likewise begun trading cell phones from India. The degree of localisation is an element of what number of your part providers are in India. Right now, that biological system is yet to advance. A huge piece of segments is imported at that point collected here yet we are working with accomplices to improve localisation.

OnePlus has largely been run as a small start-up. In India, our team is roughly 100 people in corporate, sales and marketing roles. In our R&D centre, we have 250 people. It's still very small. We are expanding our engineering team. This year, we've already hired 70 people from different engineering colleges. The emphasis is on hiring youngsters at OnePlus because the idea is to build a strong team for long-term growth. We take the talent from campuses and give them the opportunity to learn on the job; make sure they understand the company culture.

When asked about refraining offline sales so far, Mr. Agarwal said:

Various brands have various techniques. Our main fans are youths, individuals who are well informed and professional corporate workers in light of the fact that these are the individuals who need to have a premium cell phone. These individuals are amassed in level 1 urban communities where online retail is extremely solid. The market that doesn't get took into account is level 2 and level 3 urban communities, where online it has not had the option to enter.

Likewise, while most brands center around pre-deals, very few put accentuation on afterdeals. At OnePlus, we have set up our own help places. Today, we have 28 elite claimed and-worked focuses where we mean to offer support in as long as two hours. They are for the most part strategically placed in shopping centres and high lanes. We are presently beginning home help in select urban areas and in others, individuals can dispatch the gadget and get it fixed inside a couple of days.

With the disconnected augmentation, we've seen brand mindfulness and client trust has gone up.

Our showcasing methodology has constantly spun around verbal. In the main year (2018), our understudy minister program was in 11 schools. This year, we extended it to 25 universities. One year from now, we will most likely contact up to 50 schools. We've distinguished that key intrigue regions for adolescents are music and gaming. For example, as of late, probably the greatest show in India, the OnePlus Music Festival with Katy Perry and Dua Lipa, was gotten well.

He also highlighted about the features that made one plus a hit:

One of the most well-known highlights has been the scramble (**dash**) **charging**, which was propelled in 2016 with OnePlus 3. Second, the showcase presented with the OnePlus 7 has gotten extremely well known. The third one of a kind component or differentiator we have is oxygen OS (working framework) since individuals like to have a perfect smooth and quick involvement with the OS level. The whole gadget experience should feel smooth and quick. We ensure OnePlus gadgets get programming refreshes quicker than any other person, which is valued by clients. What's more, obviously, we satisfy traditional necessities like battery and camera.

India is one of the most energizing spots to be in for the cell phone advertise, it is the main nation which is as yet becoming as far as volume as well as cost. The business is really getting increasingly premium. There are two fundamental variables which are driving this premiumisation. One fragment is cost justification, section level cell phones are turning out to be dearer, so a ton of telephones which used to be accessible at low cost of Rs. 6,000-7,000 are currently accessible at Rs. 10,000. It is a similar client who is as yet purchasing the least expensive phone accessible in the market and that isn't a premiumisation. A different fragment is of value items, clients utilizing a less expensive or a mid-section cell phone is currently purchasing a premium cell phone and that is a portion that we take into account.

Truth be told, in most recent two years, there has been an 18 percent development in the superior portion and the whole development has originated from another client who has purchased a premium cell phone the first run through.

That is the thing that we are extremely pleased with. Those clients picked OnePlus on the grounds that they needed to devour a top-notch item. Going ahead, we need to see this premiumisation develop. It's anything but a pattern, it will be a basic move. It isn't going to return to the less expensive cell phone once more. When a top-notch client, constantly an excellent client.

OnePlus began its excursion in 2014 and we have made some amazing progress in only five years. Today, OnePlus is the fourth greatest brand in the top-notch fragment internationally. This year, we propelled a 5G PDA in the UK and US and we are hoping to dispatch it in India when the system foundation is prepared. India has played an indispensable job in generally speaking worldwide achievement.

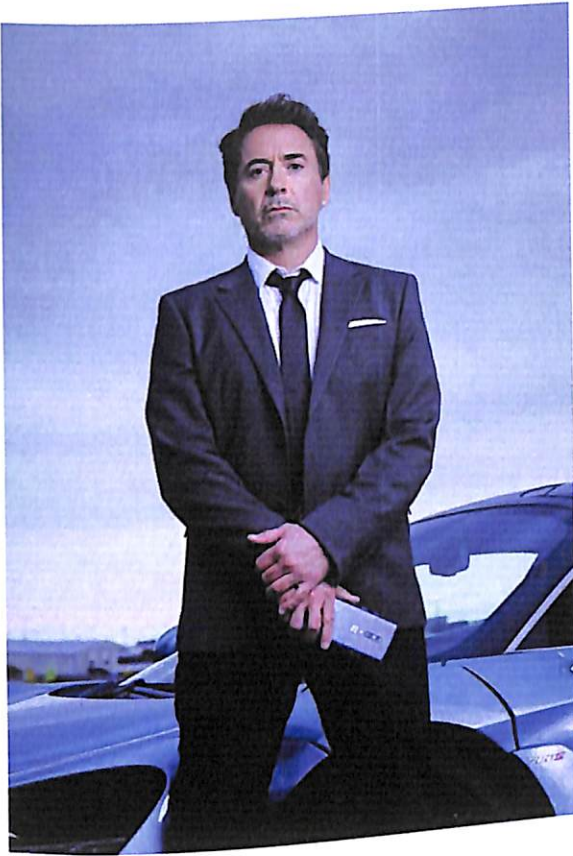
Also,

Online focussed cell phone brand OnePlus is turning its India R&D office for worldwide innovation investigate in the region of 5G, TV, instalment arrangement and programming with engineers driving the Chinese organization's labour extension in the nation, the India is the greatest market for OnePlus representing 33% of its worldwide income. The organization is additionally the market chief in the excellent (handsets evaluated above Rs 30,000) cell phone space contending firmly against Apple and Samsung. OnePlus likewise forayed into TVs in 2019 with a pilot in India.

"For cell phones, we are presently focusing to be accessible in top general exchange outlets. We have just banded together with Redington (IT and mobile distributor) and connecting with its best 100 stores," he said.

At present, around 80% of OnePlus India deals are created from Amazon and the equalization from disconnected exchange, the organization expects it will change to 50-50 of every a few years because of forceful disconnected extension.

BRAND AMBASSADOR:



ROBERT DOWNEY JR.

In the Pursuit of Perfection, do your best.

During our time working with RDJ, we understood we share similar convictions. (Beliefs)
His beguiling (charming) character, inventiveness and calling al devotion caused us to
accept that he is the best possibility to speak to the OnePlus brand soul of Never Settle. We
invite Robert Downey Jr to the OnePlus family.

Chapter 3:
Literature review

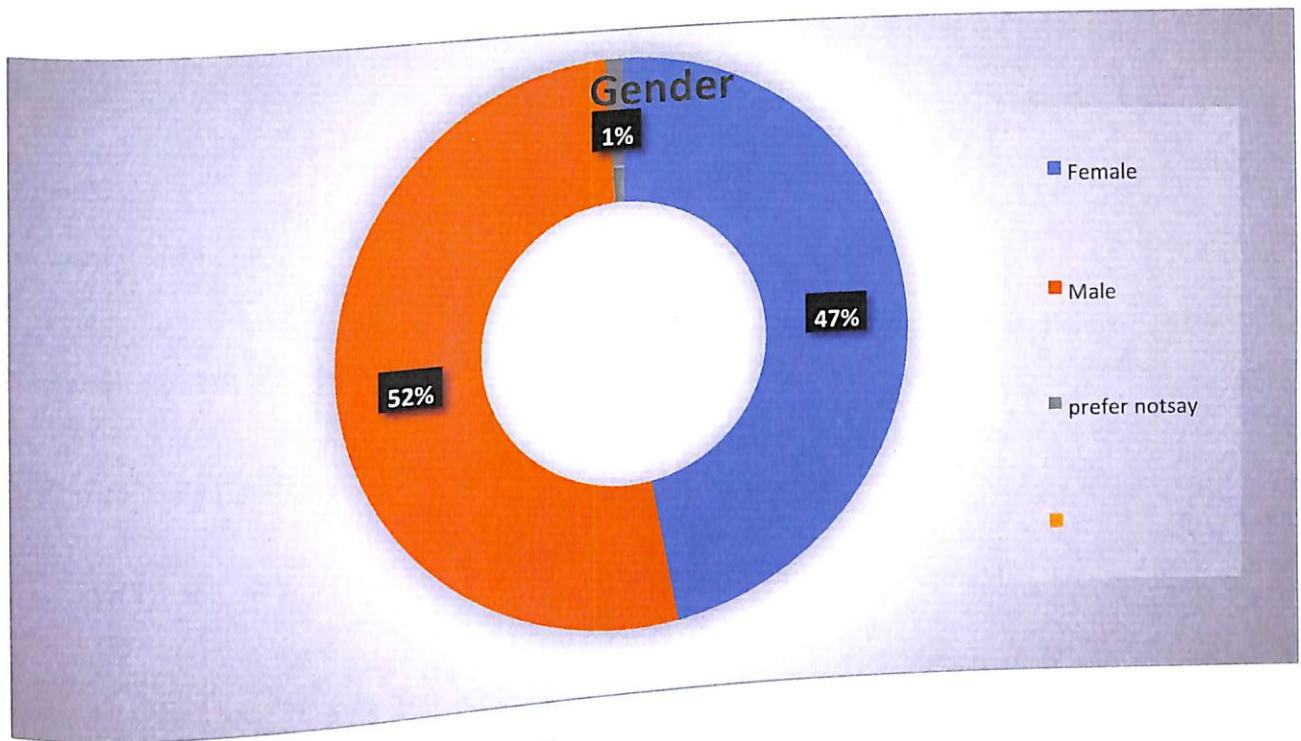
LITERATURE REVIEW:

1. (Danish Khan) As per reports, OnePlus' higher-end model of OnePlus 7 Pro costs around Rs 57,000 but, the price shouldn't be very steep compared to the last device... it now has to be in the proportion where Samsung high-end users could shift to OnePlus...company need to have a differentiated innovation and strategy. According to GFK, it had a 68.9% volume share and 65.9% value share in the premium segment in January-March quarter. The premium market is expected to reach 10% of the overall market in volume terms driven by players like Samsung and Chinese players.
2. According to this the launch of OnePlus6T on November 6, 2018, tasted the success by setting a Guinness World Record title "the most people unboxing a phone simultaneously" on the launch of OnePlus 6T. OnePlus holds the decent ranking in India in the usage of the android phone. Surprisingly, the company turned the tables from playing safe to locking horns with the Apple and Samsung mobiles and emerged as the premium Android mobile brand of 2018 in India where One Plus 6T became the second bestselling premium smartphone. A transition from 'Never Settle' to 'Power Brand Mobile'.
3. According to this the second quarter of 2018, OnePlus snatched the top spot in the Indian premium smartphone segment from Samsung. After three quarters, however, Samsung regained the top spot in the country's premium smartphone market. In its latest insight into the Indian smartphone market, also according to Counterpoint Research OnePlus was the leader in the premium segment in 2019, grabbing one-third of the market. OnePlus shipments reportedly grew 28% YoY in 2019, OnePlus was also the first and only premium smartphone brand to ship more than two million phones in a year in 2019. The OnePlus 7 Pro, with its impressive 90Hz display, was one of the main reasons behind the growth in the contribution of OnePlus's ultra-premium segment (\geq ₹45,000 or \$634) to 25% of the overall portfolio.
4. India is one of the most exciting places to be in for the smartphone market, it is the only country which is still growing not just in terms of volume but also price. The industry is actually becoming more premium. There are underlying factors which are driving this premiumisation, it is not a trend, it is going to be a structural shift. It is not going to go back to the cheaper smartphone again. Once a premium user, always a premium user. Due to this premiumization Overpluses have also entered in smart TV.

ANALYSIS OF DATA:





DATA FINDINGS

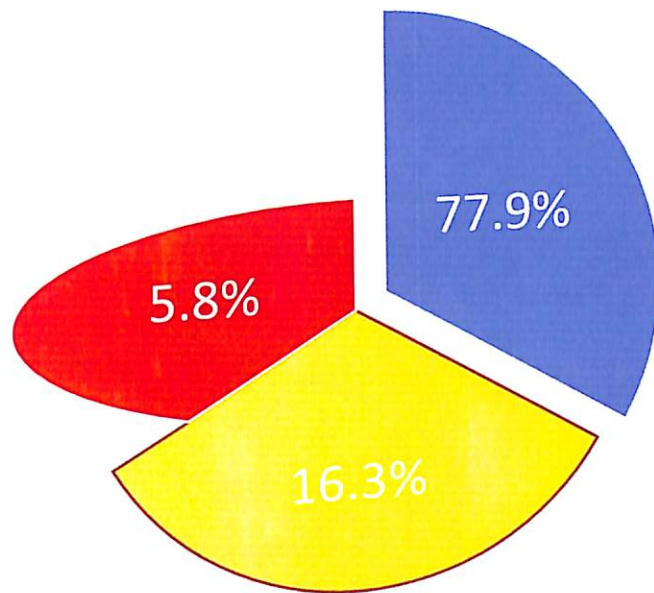
- 1) Showing the age group of respondents.



This shows the gender of the respondents.

- 2) Showing the age group of the respondents:

	15 - 25
	26 - 35
	36 - 45
	45 and above



Interpretation:

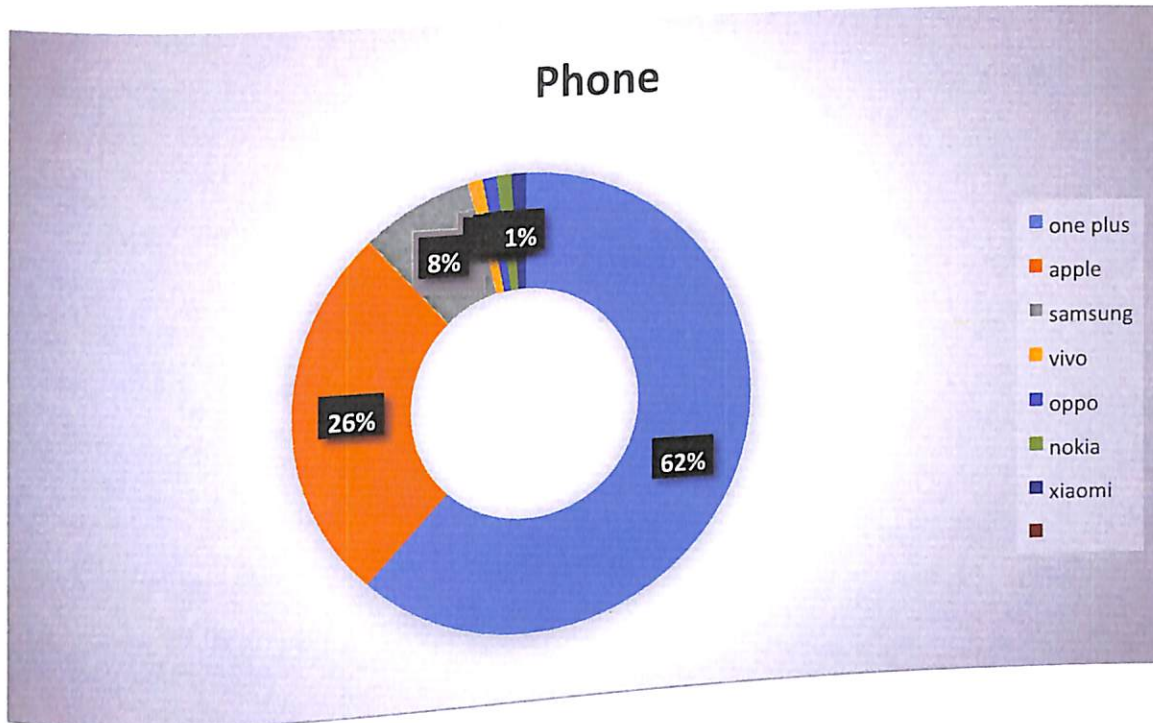
The above pie chart represents the age group of the respondents.

The respondents are classified into the age group of 15-25, 26-35, 36-45, 45 and above. Out of the total respondents it is seen that majority are under the age group between 15-25.

This is because it's the age where most of which fall under this category have maximum use of cell phones and are more enthusiastic about everything. The ones which are keen interested about what's new in the market.

The rest are of all different age groups.

3) Which cell phone do you use?



Interpretation:

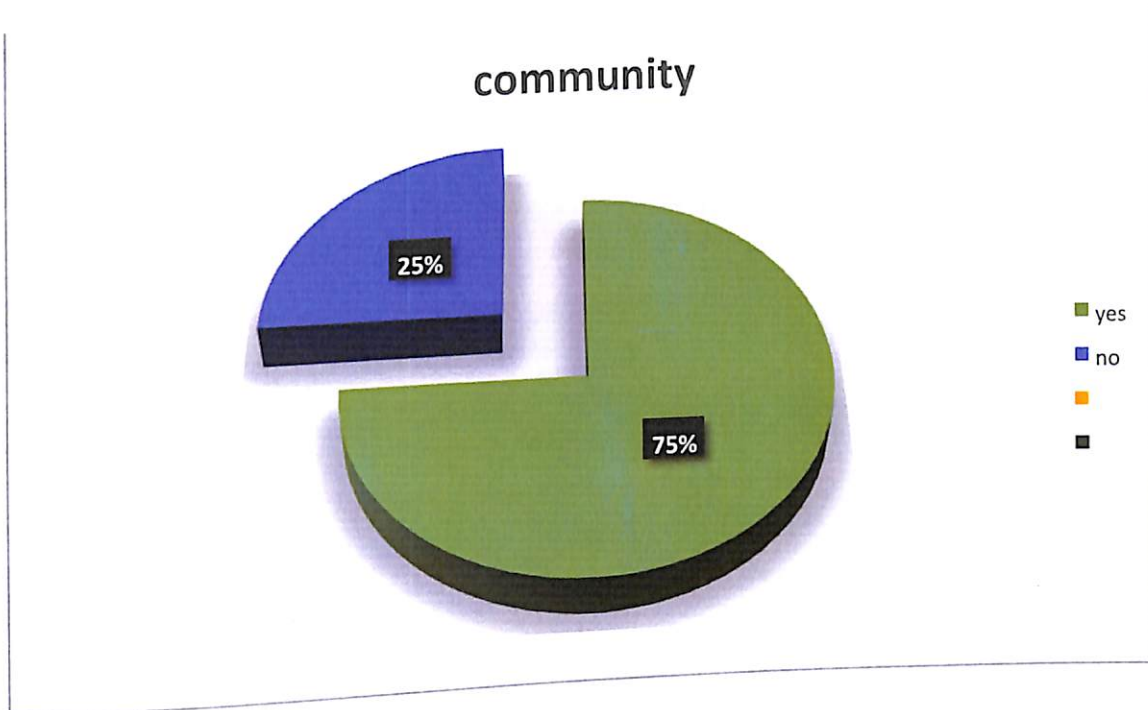
There are various mobile brands available in the market.

Such as One plus, apple, vivo, Samsung etc. According to the analysis the no. of respondents having /using one plus is 62% (64) out of 100.

We can clearly see that amongst all one plus is the dominant one lead by apple which is 26% (27).

However, being a start-up company, one plus has a good amount of its product in the market. It has gained goodwill and trust from consumers which has led the company to its dominant share in the market

4) Are you a part of the one plus community?



Interpretation:

Community basically is which follow it entirely.

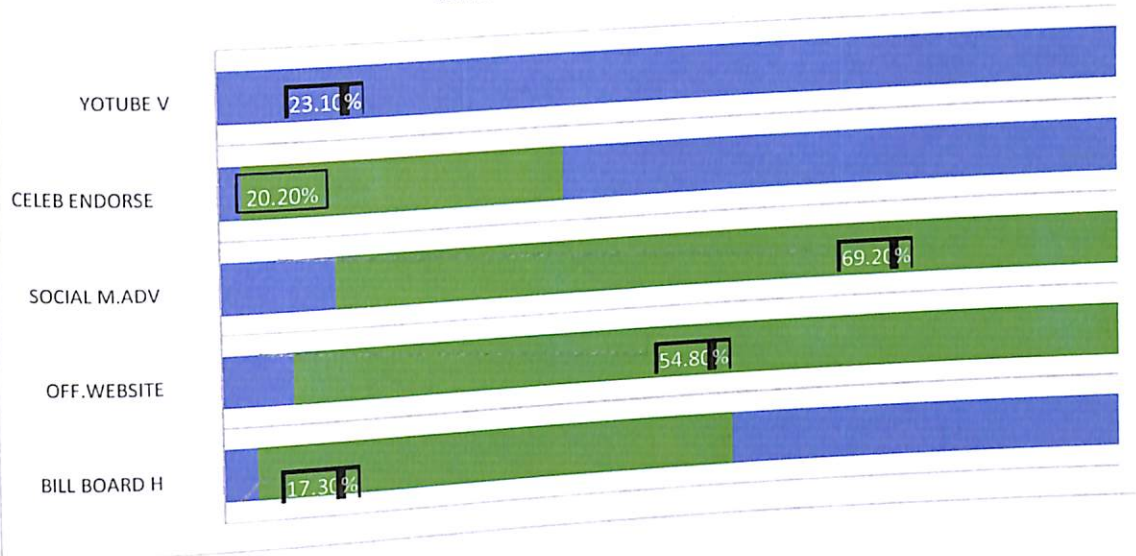
Out of 100 there are 75% who belong to the one plus community i.e.: staying updated about the latest news, updates, offers, events etc.

Whereas the 25% belong to the other community or else have not been so much associated with the brand.

- 5) What medium of advertisement influences your purchase decision for smartphone?

CHART TITLE

■ Series 1 ■ Series 2 ■ Series 3



INTERPRETATION:

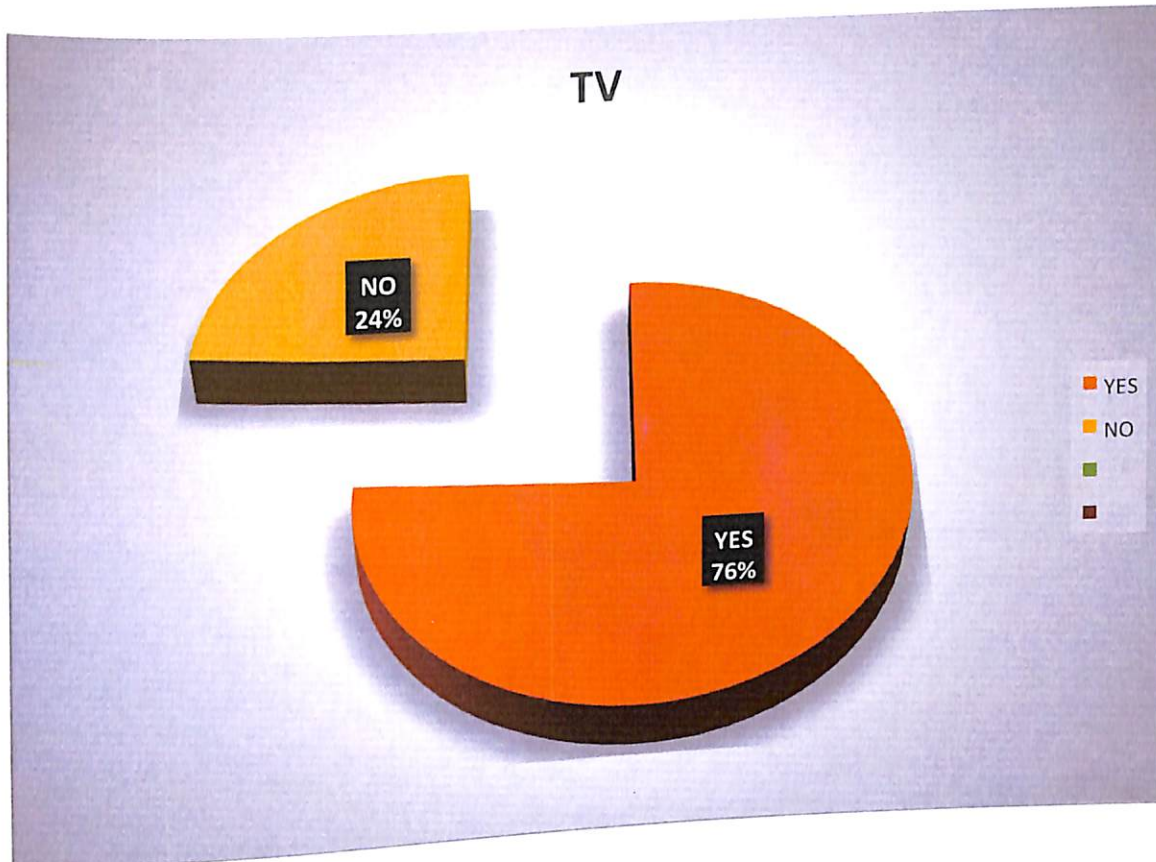
This chart shows what medium influences them to buy smartphone. there are many mediums such as: social media advertisement, bill Board hoarding, YouTube videos, official websites etc.

The data shows many of them are greatly influenced by social media adv. I.e.: consumers must have seen the ad of the product on the social media pages and website, why impacted them to buy the particular service or product.

According to me, social media is the main reason because people are more active on social media apps rather than reading newspaper or even watching TV. Social media is found to be the best place for marketing and have even gotten the best results.

One plus has majorly marketed its phone online and especially on social media sites to gain popularity amongst youth and hence we have the results.

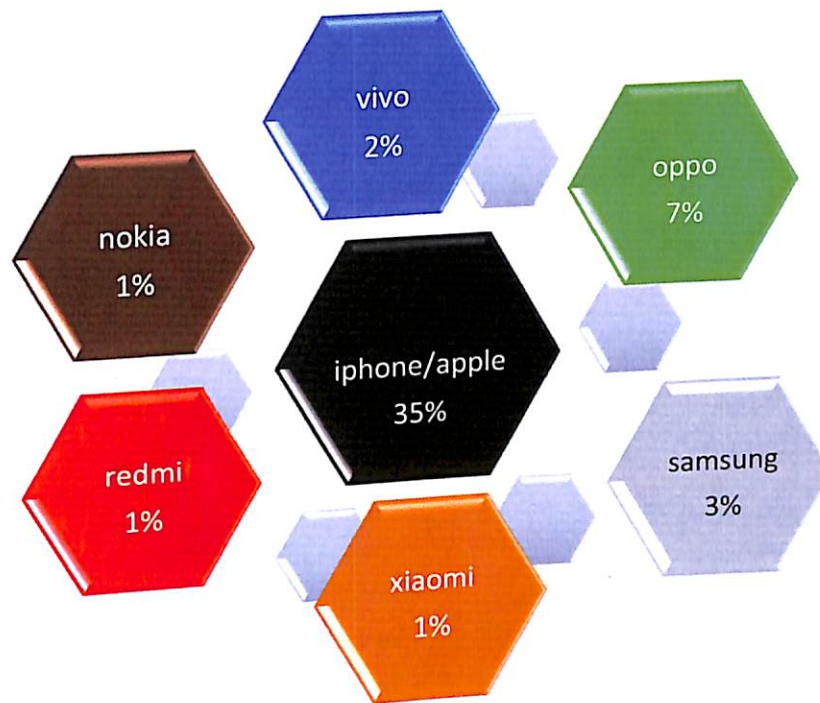
6) Are you aware about the one plus TV?



INTERPRETATION:

When asked about the question, whether they know about the new product launched by one plus i.e., one plus TV. 76% are aware about it whereas the rest 24% do not know.

7) Apart from one plus, if given a choice which smartphone would you prefer?

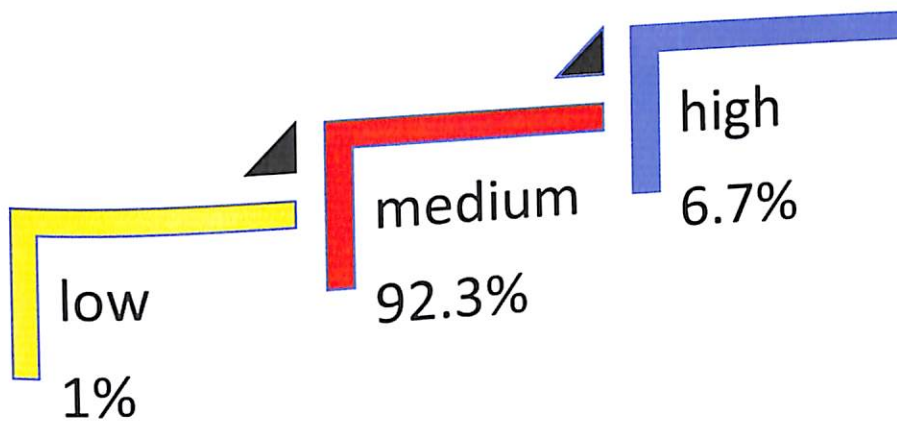


INTERPRETATION:

The highest no. of them chose iPhone as their second priority apart from one plus if given a choice. This is because people prefer iPhone for its camera quality, features, etc and since even iPhone has been in the market for a long run before one plus came up.

The rest are oppo, Samsung which also are preferred but since oppo is new in the market it will take some time to set in the market.

8) What is your perception regarding prices set up by one plus?



INTERPRETATION:

The analysis shows the perception of people regarding the prices set up by one plus:

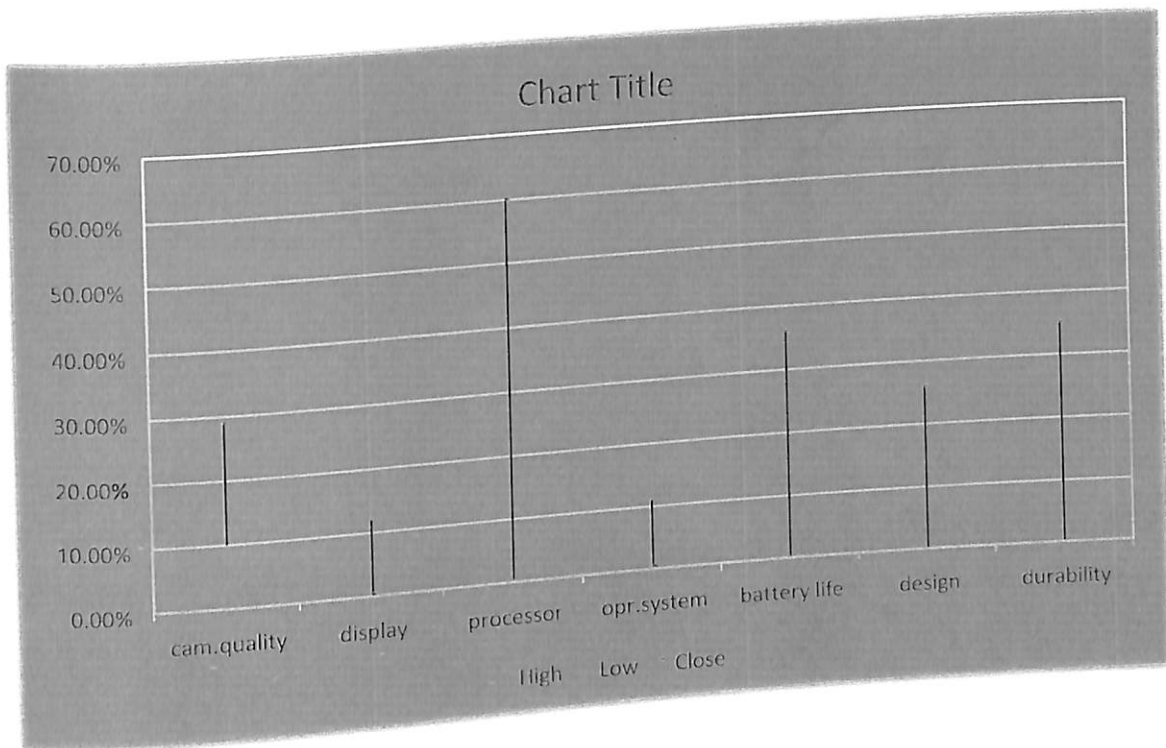
1% of the population believe the prices are low as compared to other brands. it may be even compared to iPhone because its prices are comparatively a little high.

However, most respondents 92.3% of them think the price category is perfect (medium) nor less nor high. people can afford buying one plus rather than other phones as it gives enough features, at reasonable price compared to other brands.

One plus clearly focused on the price criteria especially in India as we are very price conscious and we want maximum benefits from a medium price. One plus proved to be that one product which gives us the benefits. And also ranging at the best premium smartphone!

6.7% think that the prices are high, this can be because they are the ones who are not so indulged with the phones and think why buy a phone worth RS 30,000 onwards if we could get all the features in a phone ranging from 10-20,00.

9) What made you choose one plus apart from others?



INTERPRETATION:

One plus is known for its unique features and which sets it apart from other brands:

Camera quality: 29 of them think, one plus gives the best camera quality and the reason for buying one plus.

The camera feature got famous when people started taking pictures with the #shotbyoneplus.

This got to know one plus stands ahead in camera as well. (27.9%)

Display: people got attracted to one plus because of the display. for example: one plus 7T Pro's immersive edge – to – edge display. (36.5%)

Processor: the ones who have great knowledge about the processing system knows one plus is no behind for e.g.: (snapdragon 845 processor) . (67.7%)

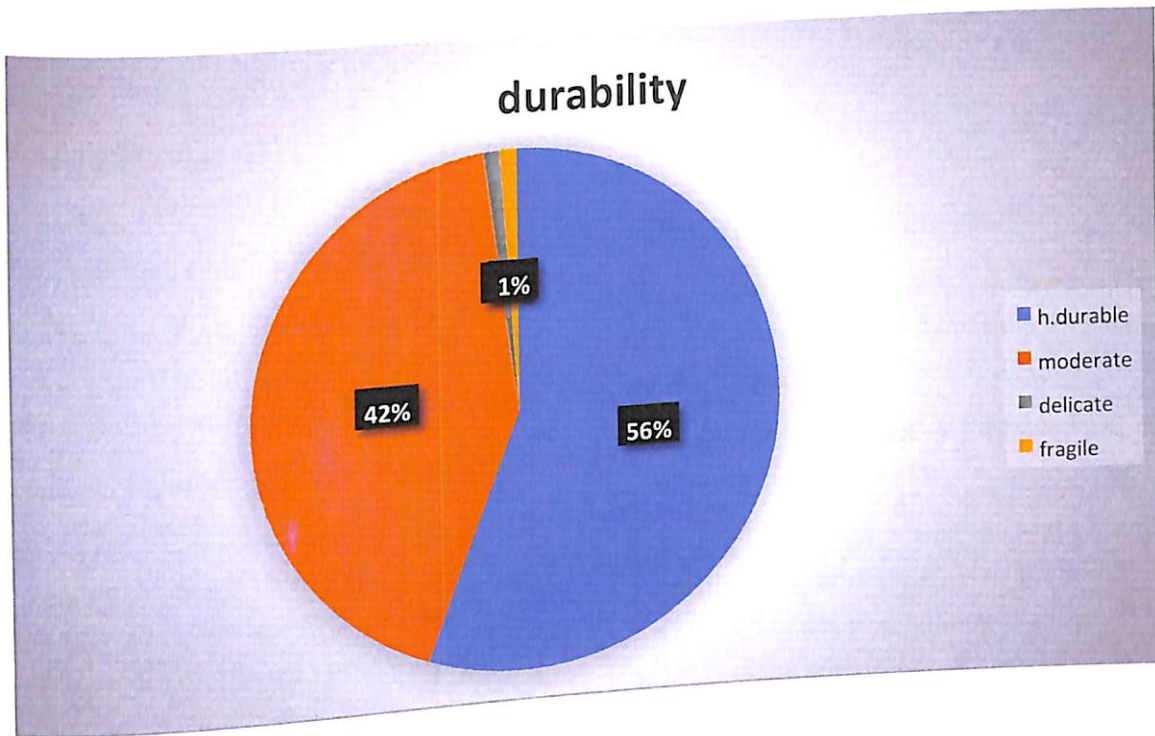
57.7% bought or prefer one plus apart from others because of its processor.

Battery life: one plus gives great battery life. 34.6% agreed with it.

Operating System (android) : oxygenOS the customized version of android mobile. 48.1% 's choice for buying.

Design: The way the phone looks or it is, one plus has tried to give every modern design possible. (25%)

10) What do you think about the durability of the product?



INTERPRETATION:

56% of the users think that one plus is highly durable, it can withstand pressure or damage over its design lifetime. People prefer durable products which can last for a long time. However, 42 % think, its moderate (medium), it can and not also.

However, 2% think its delicate and fragile.

11) While buying the phone, has one plus given you any additional benefits?



INTERPRETATION:

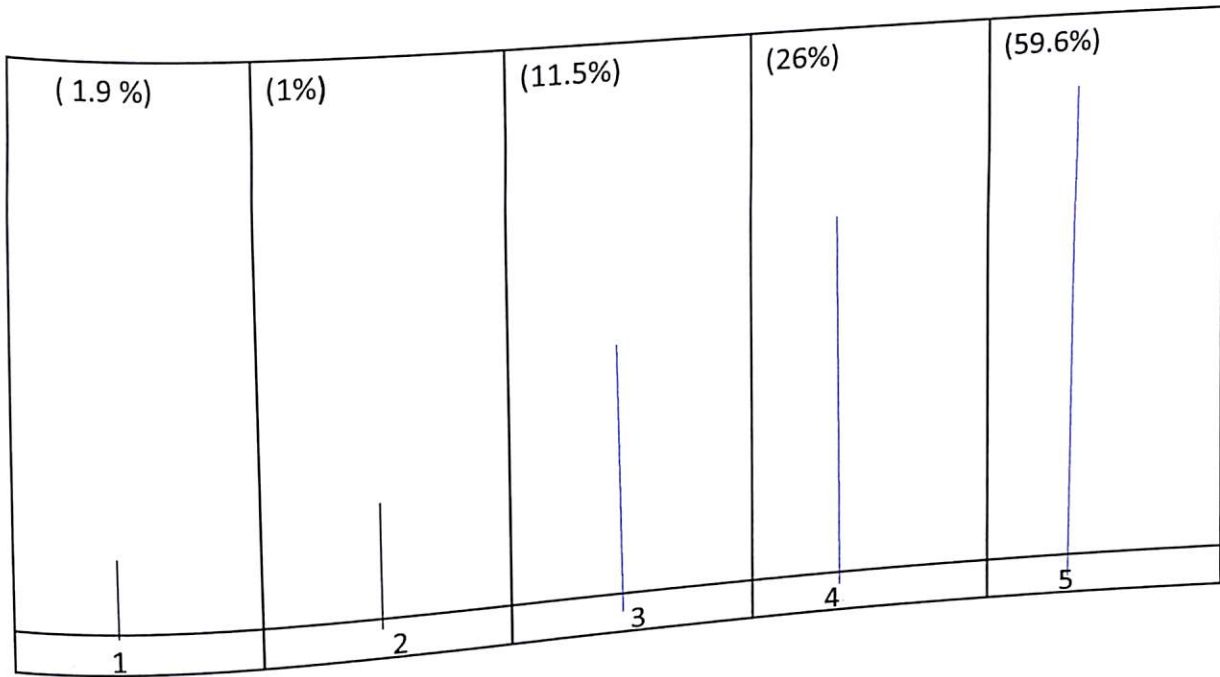
One plus has provided customers with some benefits, some of them include:

Discounts: 29.8% of them have gotten the discount, when they have purchased the products. The company provides various such opportunities to buy the product on the discounted rate. E.g.: festive season, one plus anniversary etc.

Free Accessories: many have got some free accessories which may include earphones, and mobile related things.

Warranty: 68.3 % have gotten warranty of the product. The company usually make sure to give such service and to build a good relationship with the customer. The warranty lies between 6months – 1year depends on the product they are buying.

12) Would you rate your experience with one plus community?



INTERPRETATION:

59.6% has got the best of experience with one plus community. It can be with the product, service etc.

The company's reputation depends on the the experience they have got with the customers and makes the further journey through it.

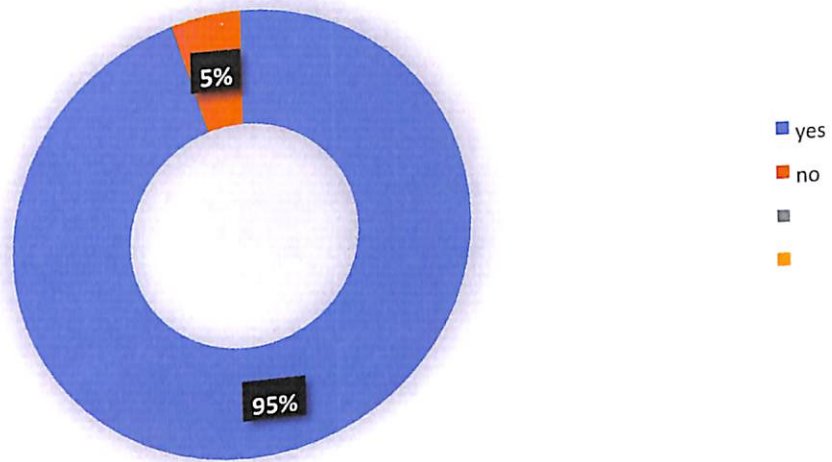
Here they have rated oneplus number 5 which is the highest amongst 1-5.

Then there are some who have marked 4 as the one which is touch to 5.

1,2 and 3 are the least and moderate ones which says the customer is not satisfied by the service or the experience with one plus as a brand.

13) Is the service provided by one plus according to the promised standards?

service



INTERPRETATION:

95% agrees that the service provided by one plus is according to the promise standards. Company's reputation largely depends on the service they give and also if they complete the promises made by them.

One plus made sure that they achieve their promise standards by making their customers happy.

14) What do you think of one plus as a brand?

This was a personal response question, so there are numerous answers:

Some of the answers are:

Excellent.

Amazing.

Booming.

Slowly making its presence.

1st ever china brand who sustained well.

One plus has been bringing out the most striking smartphones for five years in a row and I doubt whether any of them has disappointed the fans. they know what the consumers want and deliver that in an unexpected sublime way.

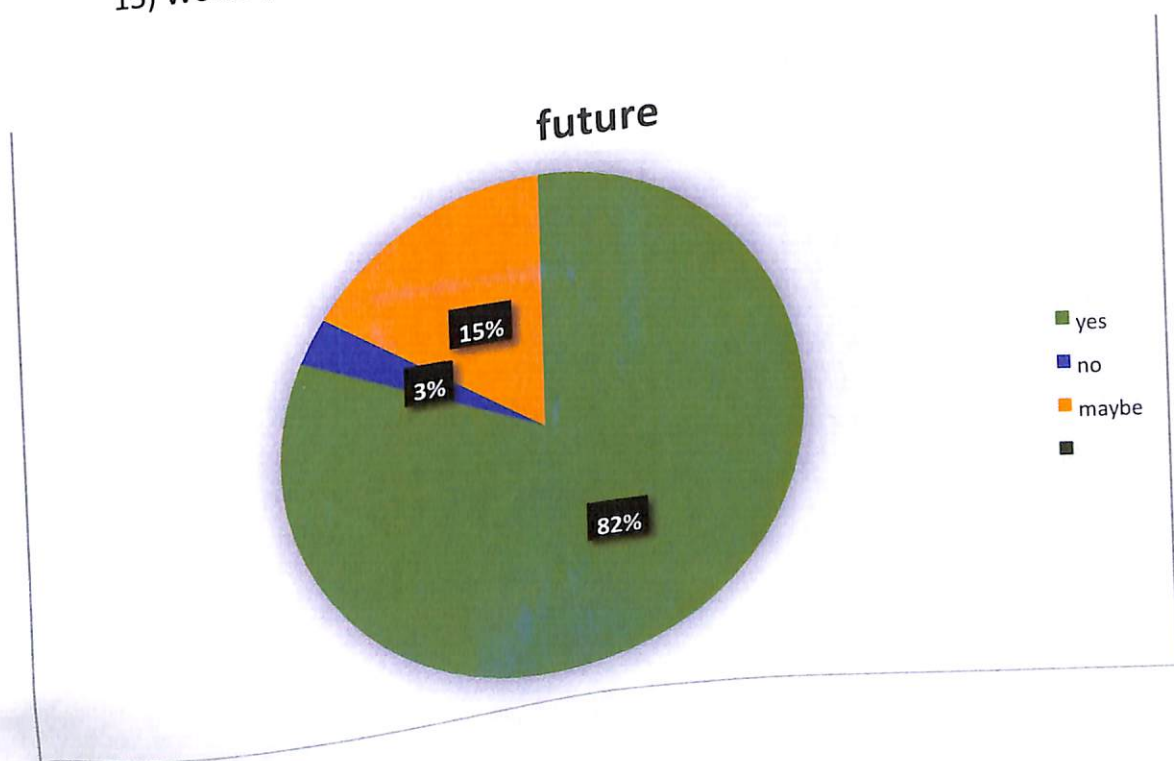
Well known.

Well established.

One plus makes flagship killer devices at nominal costs. The hardware of the phone is at par with the top-notch phone of any other brand like Samsung, google etc. prices being reasonable. in short, they provide value for money.

By some of the answers given here, we clearly know now how one plus is as a brand!

15) Would you like to continue with one plus on future?



INTERPRETATION:

The pie chart clearly shows the result.

82% of them would like to continue with one plus.

15% will surely make up their mind about buying.

CONCLUSION

The findings of the examination shows that there are numerous critical variables that decide the purchase decision of the consumer.

The consumer's observation about the brand, knowledge he has about the particular product /brand.

One plus has clearly been the top-notch product in the market since 2018. And also, the best premium smartphone.

It has clearly defined its objective about: strive for greatness.

One plus has always made sure to launch the new product with some innovation that consumers will buy the product. Every now and then companies are trying to bring about some innovation but failed at it but one plus has consistently proven them wrong and has made their mark in the market. This made people choose one plus over other brand specifically.

One plus has included all of the features which the consumer expects to be in the phone.

Camera quality: one plus gives the best camera quality and it is the reason why many people are opting for it. The camera feature got famous when people started taking pictures with the #shotbyoneplus. People understood that if this phone can give such good quality why go for smartphones which are high priced. This got to know one plus stands ahead in camera as well.

Display: people got attracted to one plus because of the display. for example: one plus 7T Pro's immersive edge – to – edge display. One plus's display beats many other phone's display.

Processor: the ones who have great knowledge about the processing system knows one plus is no behind. many of them prefer one plus apart from others because of its processor. The operating system of one plus is specially designed for one plus phone itself (oxygen OS customised version). One of the most well-known highlights has been the scramble (dash) charging.

Consumers are satisfied with the service given by one plus. It may be by giving accessories or warranty etc. which leads to after service and knowing the consumer well.

Consumer are aware about the latest products launched by one plus, as per my findings most of them are of one plus community and are keen interested about the innovation the company brings.

One plus success in India was due to its effective marketing strategy which included:

Advertising on social media: we have clearly known that company was online based before setting up the offline stores. Which led them to advertise on social media which gained popularity amongst youngsters.

Also, the company earlier had launched some special fests for the first individuals who buy the one plus one.

India is a diverse country and the 2nd most populated after china, the company made its core focus on India as it helped them to bring continuous innovations, changes and exploring itself. however, India gave them the success they never expected.

Company is currently doing wonders in market. The company has been more recognized after its success of the "best premium smart phone oneplus6T".

Since 6T, consumers have appreciated and bought one plus 7 and 7T with more increased sales. Therefore, company is consistent in the market and keeping their efforts hard in making their customers happy and satisfied.

On march 3, 2020 the company is going to launch something related to its product.

RECOMMENDATION:

1. The company has always kept updating their products, they have always welcomed the recommendations from the consumers which helped them grow. However some things should be taken care of.
2. The company should start giving some more additional benefits to the consumers.
3. The service centres should be kept nearby the main dominant area, many customers have complaint regarding the service centre location.
4. One plus usually gives the delivery of the products on time but sometimes major delays have happened which led to dissatisfaction of customers.(Also when given for repair).
5. I would like to suggest that the company should not close the production of old phones, once the new is released.

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APPENDIX:

1) **Gender**

- Female
- Male
- Prefer not to say

2) **Age?**

- 15 - 25
- 26 - 35
- 36 - 45
- 45 and above

3) **Which cell phone do you use?**

OnePlus

Apple

Samsung

Vivo

Oppo

4) Are you a part of the OnePlus community?

Yes

No

5) What medium of advertisement influences your purchase decision for smartphone?

Billboard hoarding

Official websites

Social media advertising

YouTube videos

Celebrity endorsements

6) Are you aware about the OnePlus TV?

Yes

No

7) Apart from OnePlus, if given a choice which smartphone would you prefer? Please mention below.

Personal response.

8) What is your perception regarding the price's setup by OnePlus?

Low

Medium

High

9) What made you choose OnePlus, apart from others?

Camera quality

Display

Processor

Durability

Battery life

Operating system (Android)

Design

10) What do you think about the durability of the product?

Highly durable

Moderate

Delicate

Fragile

11) While buying the phone has OnePlus given you additional benefits?

Discounts

Free accessories

Warranty

None

12) How would you rate your experience with OnePlus community? (5 being the highest)

1

2

3

4

5

13) Is the service provided by OnePlus according to the promised standards?

Yes

No

14) What do you think of OnePlus as a brand?

Personal response.

15) Would you like to continue with OnePlus in the future?

Yes

No

Maybe.