

Market Overview



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The year under review saw the widening availability of 3G mobile telecommunication networks. This compelled more network operators to launch purchase-subsidy packages to lure existing subscribers into switching to the 3G platform, through which enhanced functionalities and features could be offered to stimulate usage which would help bolster average revenue per user.

This in turn has predicated a potential spur in replacement demand similar to that during the migration from analogue to digital networks some two decades ago. It remains to be seen if this will lay the foundation for many years of healthy sales to satisfy replacement demand as technology is moving faster than ever while even more players are competing for a share in the pie.

Meanwhile, customer expectations from mobile handsets and services offered by network operators are increasing and changing rapidly. This implies a steep increase in investment in research and development, staff training, supply-chain development and after-sales services. Only those players who can forecast market demand and preferences correctly and have the right product delivered to customers at the right time will survive.

As a distributor the Group sees its role expanding to create insights and experiences that help correctly establish associations between technological innovation and improvement to customers' lives. Only this can ensure the demand will be created over the long term to drive continuous sales.