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### Oppo and Apple 's international marketing strategy

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#### Abstract

In today's fiercely competitive market economy, to be able to succeed and gain a foothold in the market, an enterprise must excel in business ideas, market research, price, service quality, capital, and most importantly, the company's marketing strategy. This article provides the basic concepts of marketing and at the same time focuses on a comparative analysis of the trade promotion policies of two leading corporations in the smartphone field, Oppo and Apple. The study focuses on five marketing strategy components that significantly influence the brand extension success, the

quality of the distribution strategy; positioning quality; quality product development strategy; the level of advertising investment and market research. The analysis results show that the success of Oppo and Apple is not merely the production of quality products that customers can buy but it is also the brand recognition, product pricing, customer segmentation, after-sales service, etc. Finally, this article proposes a recommendation to complete the international marketing strategy of Oppo and Apple.

**Keywords:** International Marketing, Oppo, Apple, Comparison, Analysis

#### 1. Introduction

When the economies of countries are developing, people's living standards are increasingly improved, people in addition to eating well and dressing well, they also look for products to satisfy spiritual values. Therefore, the world technology market has a high turnover for all businesses operating in this field. Transnational companies compete for this "delicious piece of cake" more and more fiercely. In order for customers to realize the existence, presence and choose to buy the company's products instead of choosing the competitors' products, each company needs a smart and effective international marketing strategy. For an international marketing strategy to be successful, the company needs to harmonize company interests and needs and cultures to suit each country. Apple and Oppo and the two giants in the industry are doing very well in this regard, so the revenue of Apple and Oppo in recent years has always been at the top of the industry despite the fierce competition.

Vietnam is a developing country with rapid economic growth, making it a bright spot in Southeast Asia in terms of economy and speed of development. People's quality of life is increasingly improved due to improved income sources. Therefore, this is a potential market for foreign businesses to invest, develop and sell products in this market of more than 90 million people. The demand for high quality products or modern human products is increasing day by day. They desire to use smartphones that include many modern features at affordable prices. In addition, consumer styles and tastes also direct people to high-end and modern product lines. Therefore, this is the market that Apple and Oppo aim to develop the mobile phone market. The two businesses have a suitable business strategy in the Vietnamese market supported by international marketing activities. Apple may find it difficult to invest in the Vietnamese market due to cultural and demand gaps, with the main product being electronic computers. In particular, in the early stages, the Apple brand was very little known and faced many difficulties from the competition of major competitors at that time such as IBM (early 70s), Microsoft (early 80s). However, since the beginning of 2001, the launch of the iPod marked the great success of Apple until now. Apple's sales and brand value are constantly increasing. When it comes to Apple today, people think of famous products. With world top quality and known by everyone as Ipad, Mac and iPhone. Most recently, Apple overtook Google to take the title of the most expensive brand on the planet according to Brandz's Top 100 Most Valuable Global Brands ranking. Apple's popularity combined with its long and successful experience in penetrating national markets can help businesses devise tailored strategies in their target countries. As for Oppo, who is Oppo? Before officially entering the smartphone market in April 2013, Oppo was a famous brand thanks to its MP3, MP4, DVD and Bruray players. Many of OPPO's flagship models have become popular, gaining a strong foothold in the most demanding markets around the world such as the US and Europe. Entering the smartphone battlefield in Vietnam, it's a fledgling brand. Moreover, is a brand from China. Why is Oppo not standing next to phone brands like HKPhone or Gionee,

but the royal road is put on the balance with popular names like Apple, Samsung or LG? It cannot be said that all are lucky for Oppo because in fact, Oppo encountered many barriers as a brand from China, facing prejudice of Vietnamese consumers. So, what is a good move that leads to success for Oppo? The topic "Analysis and comparison of international marketing strategies of Apple and Oppo Corporation" was carried out with the aim of clarifying the international marketing strategies of these two largest corporations in Vietnam market. Thereby, analyzing the similarities and differences of marketing strategies carried out in these two groups from an international business perspective and drawing lessons learned to serve the future. (Tien *et al.*, 2020)

## 2. Theoretical basis

### 2.1 Marketing Concepts

The concept of Marketing has been defined in many ways by many different authors. Philip Kotler's definition of marketing: Marketing is a form of human activity aimed at satisfying their needs and wants through exchange. This definition covers both social marketing and production marketing. After selecting and defining the target market, apply Marketing to the marketing program:

Product: What products? How is the packaging?

Price: How much does it cost?

Place: Product distribution method – Trade marketing

Promotion: How to promote the image and brand: Identification, positioning, sales...

People: How are people, skilled human resources, good attitude, redundant responsibility....

Process: Professional sales process....

Physical Events: Beautiful, wide, spacious facilities, good coverage...

### 2.2 International Marketing

The concept of International Marketing differs from Marketing only in that "Goods and services are marketed beyond the borders of a country". Although this difference is not very big, it means an important change in the way of Marketing Management (Marketing Management), the way to solve the obstacles of Marketing, the establishment of Marketing policies including the implementation of these policies. There are three types of international marketing:

#### a. Export Marketing

This is a marketing activity to help businesses bring export goods to foreign markets. Thus, export marketing is different from domestic marketing because marketers have to study the new economy, including politics, law, socio-cultural environment, which are different from other conditions and environments. in the domestic market, forcing businesses to change their domestic marketing programs in order to bring goods to foreign markets.

#### b. The Foreign Marketing

Marketing activities within the countries in which our Company has entered; This marketing is not the same as domestic marketing because we have to deal with a new type of competition, the behavior of consumers is different, the distribution system, advertising and promotion are different and things are more complicated because Each country has a different Marketing environment, the important challenge here is that companies must understand the different environment in each country to have appropriate policies, that's why senior Marketing specialists

succeed. workers in one country, but are very reluctant to be asked to move to another country.

#### c. Multinational Marketing

Emphasizes the coordination and interaction of marketing activities in a variety of environments. Marketing staff must carefully plan and control to optimize the greatest synthesis is to find the most reasonable adjustment for the marketing strategies applied in each individual country.

### 2.3 Challenges of international marketing

When entering foreign markets (especially the Vietnamese market), the operation of organizational enterprises becomes complicated because at that time, managers have to operate in a new environment and bear the brunt of the burden. Therefore, policies in economic activities in one environment may not be entirely suitable for economic activities in another environment. In addition to market monitoring. In the foreign markets, it is necessary to keep up with activities in the world economic environment such as the EU, AFTA and world organizations UN, UMF International Bank (Nguyen Dong Phong, Hoang Cuu Long, 2008). and instability and economic policies of each country in particular and the world in general have a direct impact on business performance of enterprises.

Usually, it is difficult for international marketers to understand the operation situation of foreign markets. Therefore, they need to take time to research and learn carefully before planning to enter new markets. Some challenges require businesses to keep in mind before implementing the penetration process: Level of competition, legal barriers, differences in purchasing behavior, market size, weather and economic conditions, people, Therefore, to solve the above problems, companies must organize and prepare effective and sustainable international marketing strategies to successfully penetrate a new market.

## 3. Research methods

Search for secondary data from newspapers and magazines about Oppo and Apple. Secondary data is taken from statistical websites and research reports to make the article more vivid and reliable. Then, using the comparative analysis method of marketing strategy is a commonly used method for marketing research thanks to its high-level generalization ability, which helps to accurately recognize and evaluate marketing strategies that are not yet available. businesses are using. This method can be applied to analyze a product with a specific price, showing the reason why the business implements this marketing strategy with this product. At the same time, this is a method that most businesses use to evaluate their competitors' marketing strategies. To conduct this article, we carry out a qualitative comparative analysis method to evaluate the overview of the international marketing strategy that Oppo and Apple apply. The research results are aimed at the reader's understanding of the marketing of Oppo and Apple and the recommendations in this article for the purpose of suggesting and overcoming the shortcomings of the two companies.

## 4. Research results and discussion

### 4.1 Overview of OPPP and APPLE

#### Oppo overview

Oppo was founded in 2004 in China, led by Tony Chen, with a long history of manufacturing and trading high-tech

items. Oppo is headquartered in Dongguan, Guangdong, a subsidiary of electronics group BBK Electronnic. Oppo company is now present in many countries such as: USA, UK, Australia, New Zealand, Japan, Thailand, France, etc. Oppo is a globally registered trademark in 140 countries with a calendar A long history of serving customers in North America (primarily in the US, Canada and parts of Mexico), Europe and Asia, delivering products that have received high praise from professionals around the world.

### **Apple Overview**

Apple is one of the largest technology corporations in the world. Apple Corporation is abbreviated as Apple Inc. (NASDAQ: AAPL, LSE: ACP) is an American computer technology corporation headquartered in Silicon Valley in San Francisco, California. Apple was founded on April 1, 1976 as Apple Computer, Inc., and changed its name in early 2007. With annual global product sales of US\$13.9 billion (2005), and has 14,800 employees in many countries, products are personal computers, software, hardware, music players and many other multimedia devices. The most famous products are Apple Macintosh, iPod music player, iTunes music player, especially iPhone phones and iPad tablets. The main places of sales and service are the US, Canada, Japan and the UK. The three founders of Apple are Steve Wozniak, Steve Jobs and Ronald Wayne. Before becoming a co-founder of Apple, Steve Wozniak was an electrical engineer and in 1975 he joined the Homebrew Computer Club.

## **4.2 OPPO 's marketing strategy**

### **Product:**

The packaging (case) is designed by Oppo quite unnoticed by consumers. The psychology of Vietnamese people is still somewhat apprehensive about products made in China, understanding that mentality, Oppo invests heavily in product packaging and luxurious packaging will cause curiosity. In the mobile phone segment, the main target customer group is young customers, especially women. OPPO's positioning is very unique "Camera Phone" - Selfie phone. This positioning not only hits the right psychology of OPPO's target customer group (young people from 16 to 22) with the habit of taking "selfie" regularly, but also becomes a spearhead competitive advantage of smartphones. This is one of the correct strategies to get the huge success it is today. Oppo designs products that strike fashion and style with subtle colors, thin lines, elegant phone models. but youthful, details suitable for women's needs

Prominent and typical Oppo products are: Oppo N1, Oppo R7, Oppo R7s, Oppo R9, R9s; Oppo F1 Plus, Oppo F1, Oppo F1s, Oppo Neo7, Oppo A39, Oppo R7s, Oppo A37, Oppo N1, Oppo Mirror 5...and now just launched Reno 3, Reno 3 Pro Oppo is constantly improving and upgrading its products to bring to consumers the most perfect products.

### **Price:**

When it first entered the Vietnamese market, Oppo offered a mid-priced strategy, but the device possessed high configuration and beautiful shape such as: Oppo Find 5, Oppo R1, Oppo R7... Gradually Oppo developed new products. mid-range products such as Oppo F1, Oppo F1 Plus, Oppo A9, A91... And now Oppo has developed luxury product lines that have a high price difference compared to other product lines such as Oppo Find X2 with the price of

23,990,000 VND, Oppo Reno3 Pro costs 14,990,000 VND. It can be seen that Oppo uses a low product pricing strategy to attract customers, the price of a smartphone is 20% lower than other phones of the same type. Oppo uses the strategy of "retail makes money". All Oppo product lines set retail prices such as: Oppo Find X2 priced at 23,990,000, Oppo A9 5,990,000, A91 priced at 6,490,000...Oppo understands consumer psychology, they can be ready to buy. willing to raise 10,000 compared to the current selling price without customers complaining, but Oppo did not do that, they created for customers a cheap psychology, seeing themselves as having a "profit" when they bought the product.

### **Place:**

Oppo has proven itself as a global brand when appearing in many countries and Oppo products are available in 21 countries around the world from Africa, South Asia, Europe, Australia and the US. In addition to the headquarters in Guangdong, Oppo also has headquarters in each location to be able to research and sell according to the interests and requirements suitable to the culture of each country such as OPPO Bangladesh, OPPO Pakistan, OPPO Sri Lanka., OPPO India, OPPO Thailand, OPPO Vietnam, OPPO Malaysia, OPPO Philippines, OPPO Myanmar and OPPO China. Dense distribution network, concentrated in locations with a large number of target customers such as universities, colleges, cinemas, commercial entertainment centers....

Part of Oppo's success that is completely different from the rest of the competition is: "greening the rural market" differently from Apple or Samsung, instead of building a genuine store system, Oppo to bypass the rural market by offering retailers high commissions so that they are ready to set up Oppo billboards. With this tactic, Oppo has built for itself a strong retail army, "good fight". Choosing this market penetration strategy is really a smart and calculated move for Oppo for the following reasons: Rural is an area without Apple and Samsung store systems, creating market holes. that Oppo can freely roam; Local retailers understand customer psychology very well and create a personal relationship with their customers. This is the shortest way for Oppo to reach customers, and local customers often don't have too much knowledge about technology, they are easily persuaded by "neighborhood" retailers. Especially the Pg team, This publisher regularly livestreams consulting, introduces new products, corporate gift programs, they try to appear as much as possible with customers, this increases brand recognition, creates a very good impression with customers. goods, and at the same time increase the probability of successful closing of the sale

### **Promotion:**

Oppo is a very sensitive brand and focuses on the marketing mix strategy. One of the marketing mix strategies of Oppo that brings the most effectiveness is the use of brand ambassadors. Each Oppo brand ambassador will have a "mission" to hit a different customer segment. If we look closely, we will see that OPPO is attracting a lot of famous artists in the Asian entertainment industry. brand ambassadors for them, from G-Dragon, Yang Mi and Lee Min Ho. In Vietnam alone, there are not only Son Tung M-TP but also many other famous ambassadors such as Ho Ngoc Ha, Toc Tien, Noo Phuoc Thinh or Chi Pu. All of these characters are brand ambassadors of OPPO Vietnam,

but each has their own duties for certain segments.

### **Evaluate Oppo's business strategy**

#### **Advantages of Oppo's international marketing strategy:**

Constantly upgrading and perfecting products; hit right on the psychology and trend of young users who like to sefile, play games; superior price competition compared to other brands; strong retail army through high discounting with stores; many consultants, easy to advise and support customer questions; invest heavily in communication programs to increase customers' brand recognition; sales process, consulting, gift programs are valued by Oppo; smart pricing strategy, creating good psychology for customers; link with third parties (banks) to facilitate customers to buy products easily.

#### **Disadvantages of Oppo's international marketing strategy:**

The official store system has not been built like competitors; Relying too much on the retail system through high commission discounting.

### **4.3 APPLE 's international marketing strategy**

#### **Product: "It is important to be beautiful", "a name that is easy to remember"**

Apple has spent a long time investing and taking care of its products. In general, Apple products are perfect even to the smallest details from design, packaging to promotional videos shown on TV and the internet.

The products of Apple's name are easy to remember: iPhone, iMac, iPad, iPob, iTunes, ... Apple also has a wide range of products to serve customers with high quality, features, modern advanced technology, often Constantly upgrading its products can be seen from the Iphone 1, iphone 2 gradually leading to iphone 6,7 and now iphone 11. On the other hand, Apple is also at the forefront of many modern technological functions, they evoke customer needs, they always offer functions that users have not thought of, lead customers to follow the features they create and create the absolute trust of customers. iOS, Mac OS operating systems proprietary, with high stability, smooth operation, eye-catching interface, a direct competitor to Window OS. The rich App store app store attracts many developers and brings in very high revenue, iTunes quality music store has been a pioneer in the field of online music since the 2000s.

#### **Price: "Premium"**

Unlike Oppo, which targets the mid-range market, Apple always pursues a high-priced strategy and high-end market segmentation for its products, from desktop computers (iMac), laptops (Macbook), phone (iPhone), music player (iPod), tablet (iPad) and other services and accessories. This strategy helped Apple to be very successful and bring in huge revenue and profits for many consecutive years of successful business. Specifically, Apple has applied 4 pricing strategies:

The first is the skimming price strategy to recover capital as quickly as possible from the product launch. The second is to apply different pricing strategies in different markets to avoid hand luggage and maximize sales in different parts of the world. The third is the high reference pricing strategy, which aims to position Apple products as a premium product line and create a fixed price for its products every time they are new or discounted. Finally, the strategy of

creating a price umbrella, Apple creates many price umbrellas for products from the time of launch or when the price is reduced, this is to create barriers to enter the industry to prevent competitors from entering. On the other hand, in order to maximize sales, this strategy makes Apple products diversify in price.

#### **Place: Apple's distribution channel is strictly and effectively controlled by Apple**

Apple has many subsidiaries and resellers all over the world. These sales agents approach customers in a friendly manner. Apple has diversity in its sales network, first of all telecommunications companies. Wherever there is a phone network, there are Apple products. This system of telecommunications companies not only helps Apple sell goods, but also helps them avoid warehousing and storage costs. On the other hand, when they set up their own factory in China, they can save on labor, material, and transportation costs. However, Apple is currently making moves to move its factories to Southeast Asian countries such as Thailand, Vietnam, the Philippines...

#### **Promotion: Marketing "secret" and "leak" then official**

The mass media really have a huge power, especially for businesses like Apple. Apple has taken advantage of the media to promote its new product by spreading rumors about its product. Review your products in a positive way. In addition, they also arrange for their products to appear on TV channels and movies. In this way, the image of Apple is deeply ingrained in users' minds. Not only that, they also sponsor forums to write articles that penetrate the public's mind, creating excitement for customers with hidden articles. And Apple always takes the opportunity to have its products appear at major technology fairs like the World Expo.

Apple soon realized that big pictures would have a visual impact on consumers, and they would want to learn more about the product and the company. So instead of small posters, they focus on oversized billboards. Finally, instead of always trying to sell all of its products as quickly as possible like other brands, Apple has very cleverly restrained. goods create price fever. Apple captures almost all of Asia because of this strategy.

### **Review of Apple's international marketing strategy**

#### **Advantages:**

Diversified products form an "ecosystem" of constantly improving products, creating a series of intelligent functions for users; Taking full advantage of the customer experience, the Apple retail store experience is truly "top of the top". The company does not need aggressive PR factors, does not need flashy words, but only focuses on practical factors, what customers experience is the key to lead them to success. According to market research by Nielsen, 70% of customers who walk out of an Apple store buy something in the store; Non-confrontational pricing in the market is the pricing strategy of Iphone in particular and of Apple in general.

#### **Weakness:**

There is no strong sales force in the countryside; no products aimed at low-end markets.



#### 4.4 Discussion

##### *Similarities and differences in marketing strategies of Oppo and Apple:*

Based on available documents, information, collected and filtered information will be applied to the comparison table to get an overview of strengths, weaknesses as well as real capabilities in the next competition. international market of Oppo and Apple in Vietnam ( Tien *et al.*, 2020).

*Same:*

Both are big players in the Smartphone industry and spend a lot of money on international marketing. We are seeing the smartphone market operate almost the same way. Regardless of the method used, whatever the path, the ultimate goal that Apple and Oppo are both aiming for is to bring the best to customers. Focusing, constantly upgrading products to meet the needs of customers, directing customers to the ecosystem they create.

**Table 1:** Difference

Comparison point	Oppo	Apple
<b>Target market</b>	Targeting young, uplifting, sefile-like customers	Targeting high-end customers
<b>Product</b>	Exquisite color variety	Focus on traditional colors
	Various product names	Product name easy to remember, easy to call
<b>Price</b>	Implement market penetration pricing strategy	Market skimming pricing strategy
	Apply a price head-to-head strategy	Pricing strategy higher than the competition because Apple believes the value the company creates is worth the high price
<b>Place</b>	Dense retail agent network in rural areas	Focus on the sales site
	No official store system development	Build a system of official stores in big cities
<b>Promotion:</b>	Use celebrity brand ambassadors	Convey messages through media such as articles. Make the most of real customer experience

**Source:** (Tien *et al.*, 2020).

As can be seen, Oppo and Apple have two completely opposite international business strategies. With Oppo being a brand from China and entering the smartphone market quite late, when the big guys are creating a buzz in the world. This requires Oppo to have the right international marketing strategy and breakthrough in technology. Oppo to meet the needs of young people is how to get good photos, Oppo is constantly upgrading. To assert itself as a "selfie expert". Moreover, Oppo has a dense retail network covering all streets, a well-trained retail army, and a very strong mass marketing strategy. Effectively for Oppo to stand on par with other big players in the industry like today. Regarding Apple, it is different, they focus on building direct sales on the website, taking care of customers and effectively using the positive reviews of the company. These strategies give Apple the advantage of not changing too much in management when entering a new market.

#### 5. Conclusion

Today, bringing products to foreign markets is the first step to affirm the perfection of existing products. Globalization and standardization are an important feature of international trade (Tien *et al.*, 2020). Each company has a different business strategy and becomes a direct competitor in the smartphone market. The competition is useful because they look at their competitors and perfect and constantly upgrade their products, come up with appropriate marketing strategies so as not to be left behind by competitors. To gain a competitive advantage, Oppo and Apple need to overcome their own weaknesses and make the most of their existing advantages to avoid being left behind in the ever-growing smartphone market. Therefore, some objective comments below will be more complete for the two companies. Oppo needs to make more breakthroughs to avoid being left behind by other big companies, so it has a broader vision, creating new opportunities. With technology that evokes customer needs such as voice recognition, phone secretarial to remind users of daily living habits, how Oppo users do not simply see a phone but as a person. An indispensable companion in life. Apple products are increasingly sold in other units, which makes Oppo have to rely heavily on third parties. Suppose in the third unit there is one A better phone at a more competitive price than Oppo, which means it's easier for customers to switch to a competitor's product. But if the customer is in a store that specializes in Apple products, then it's possible. The ability of customers to buy Apple products is much higher. It is necessary to focus on exploiting rural markets because this is an extremely important market. fertile that Oppo exploits very well. It is necessary to have a sales consulting system at stores to increase the ability to close the sale. Especially both need to beware of the growth of other competitors that are operating very effectively such as: Samsung, Vsmart. Standing as a customer, the competition of firms is extremely interesting because we as consumers have more diverse choices.

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