

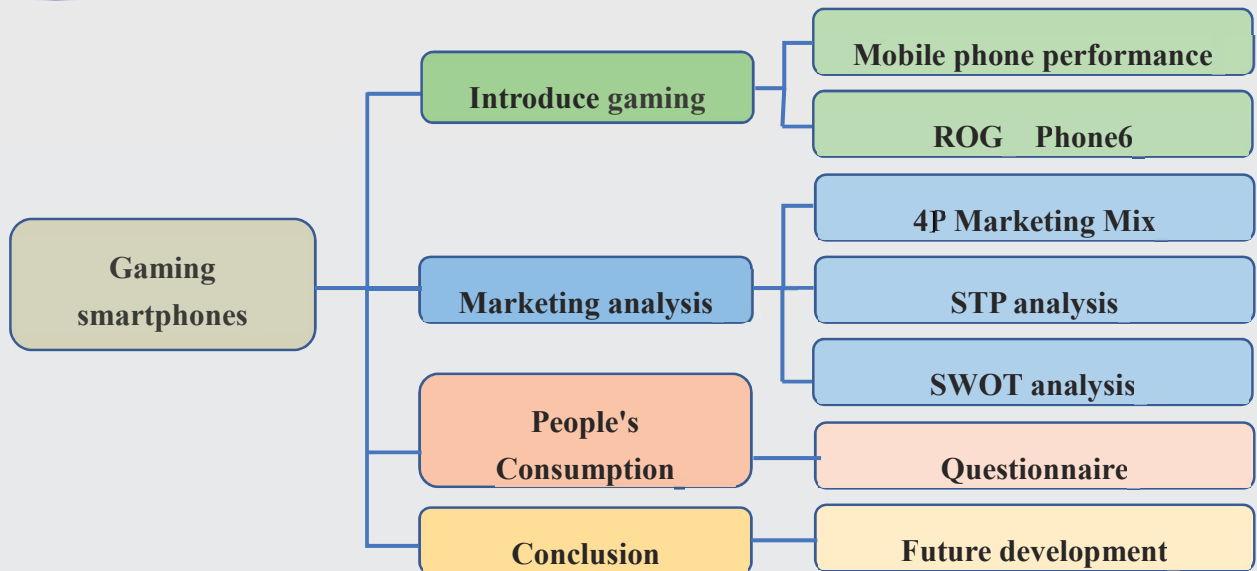
PROJECT SYNOPSIS

「機」不可失— 電競手機探討



Researching the marketing strategies, market, and target audience development of gaming smartphones.

Taking ASUS-ROG series as an example of gaming smartphones, we will compare its features that set it apart from other smartphones. By utilizing marketing analysis, we will understand its strengths and weaknesses. Additionally, through conducting surveys and analyzing the market perception, we will gather insights from the target audience. Based on the findings from the above three aspects, we will propose recommendations to promote its advantages and address its weaknesses.



Conclusion

Respondents are influenced by brand preferences.

The price of gaming smartphones is too high for teenagers.

There is a large population of people who play mobile games.

Suggestion

Improving brand image.

Focusing on promoting the performance of gaming smartphones to increase consumer awareness and understanding of the product.

Price Adjustment

Teenagers have low disposable income, so gaming smartphone manufacturers can implement promotional activities targeted at this demographic.

Expectations for a more prosperous mobile gaming market in the future.

Inserting advertisements in games, videos, and social media to promote the smooth and heat-resistant features of ASUS-ROG series. Associating the brand's advertisements with the idea of no lag or overheating when experiencing device slowdown.