

## Samsung Kenya honoured with 2014 Kenya Frost & Sullivan Competitive Strategy Innovation and Leadership Award

Frost & Sullivan has honoured Samsung Kenya with the 2014 Kenya Frost & Sullivan Competitive Strategy Innovation and Leadership Award, based on its recent analysis of the mobile phone market.



For the third year running, Samsung has retained its sales leadership in the highly competitive Kenyan mobile phone market, posting 100% growth in sales from 2011 to 2013.

The company's product range allows it to select phones appropriate to each market segment, as well as serve different segments of the market, based on price and functionality preferences.

Stakeholder integration is another area where Samsung excels in comparison to its competitors. It works extensively with partners to ensure that the products and their pricing are suitable for each customer segment and geographical area of the market.

### **Boost handset sales, enhance customer value**

"By partnering with Kenya's largest mobile operators, Safaricom and Airtel, Samsung has been able to leverage the operators' extensive distribution channels to boost handset sales and enhance customer value," said Frost & Sullivan Research Analyst Lehlohonolo Mokenela. "The company has also used these strategic partnerships, to provide once-off data packages of at least 250MB with the purchase of certain Samsung phones."

Samsung also offers a value-added service that allows customers to check if the phone is genuine by texting a unique code on the phone to a central database. This system has reportedly been highly successful in reducing the impact of the grey market and counterfeit phones on Samsung's sales, and simultaneously improved customers' purchase experience.

Frost & Sullivan presents this award to the company whose competitive strategy has yielded significant gains in market share during the research period. Often, the recognised company has taken advantage of recent market changes that facilitate the introduction of novel methods of capturing and solidifying market presence. Alternatively, it may have executed an inventive strategy within the existing competitive landscape empowering itself to overtake the competition. The company captures the attention of the competition, which quickly adjusts in order to protect its own market position. These innovations are expected to produce lasting, precedent-setting trends in the industry.

Frost & Sullivan Best Practices awards recognise companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis and extensive second research to identify best practices in the industry.

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