

Mobile Phones

Essential sourcing intelligence

August 2011

US\$495

China supplier profiles

Detailed profiles of 25 verified suppliers and contact details of an additional 16 exporters

Product gallery

Specifications and full-color images of 63 top-selling products

Industry trends

Coverage of current issues, plus insight into products, pricing, R&D and supply centers



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Supplier capability in China

MOBILE PHONES

Makers of mobile phones in China are not only boosting their production and exports but are also diversifying selections to corner a niche in the brand-sensitive line. They are leveraging the country's status as a major hub for the category, boasting more than 50 percent share of global yield.

To improve this standing further, suppliers are expanding their catalogs to include more 3G and smartphone models. The focus, however, will still be on the low end where there is no competition from major players. Product development efforts will continue to target better price-to-performance ratio to establish footing in traditional and emerging markets.

Enterprises, in fact, have been applying the strategy to keep regular handset lines buoyant. They are also building secondary categories, including projector and QWERTY types, to realize a broader market base.

Key findings

1. Prices will decrease amid tightening competition. The majority of surveyed suppliers project a no more than 10 percent reduction to attract orders while keeping margins healthy. A few companies plan an adjustment of as much as 15 percent. Others will raise quotes to offset the climbing cost of raw materials and labor and the continuing appreciation of the yuan.
2. Nearly all respondents expect to surpass their export sales levels last year despite impending price changes. Many are looking to achieve a 20 percent boost or more.
3. Emerging destinations are the target export markets for a number of suppliers in the months ahead. Collectively, these will receive shipments equal to those bound for the EU. Companies are positive they can leverage price advantage and attract more orders there. North America, meanwhile, ranks third in priority destinations.
4. In terms of volume, China's overseas deliveries climbed by 42 percent in 1Q11, outstripping the same period last year.
5. Makers are anticipating the release of less expensive chipsets will help lower quotes and allow them to target price-sensitive buyers. A number are also adopting the open-use Android platform, although Windows Mobile OS will continue to dominate in China.
6. The majority of surveyed companies plan to increase investment, spurred by upbeat projections for the line. A greater number of them are aiming for as much as 50 percent additional capital infusion in coming months.

Scope & methodology

This report covers the major products of China's mobile phone industry, namely 3G, GSM and smartphones. Projector and QWERTY variants are also included. For each category, details about the different types offered, their common features and price determinants are provided.

The Industry Overview elaborates on issues affecting production and exports. It also identifies the common strategies manufacturers are employing to boost sales and enhance overall competitiveness.

To reflect the industry structure, the majority of the suppliers featured in this report are local, privately owned enterprises.

The province of Guangdong is the main production center. Reflecting this structure, 88 percent of featured companies are based there.

To produce this report, Global

Sources interviewed a wide range of suppliers. Rather than focus simply on high-profile makers, we compiled a representative sample of large, midsize and emerging manufacturers. All profiled companies are export-oriented professional suppliers that are verified by Global Sources.

Each supplier is confirmed to be authentic with a legally registered business. All companies are visited three or more times by Global Sources to ensure they are export-ready and have real offices and products.

The listed contact person has been verified to represent the registered company. In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials.

All profiled suppliers participated in a survey designed to provide insight

into price trends, sales outlook and target markets in the next six months. All survey questions are single choice. Results were calculated based on the actual number of valid responses to each question.

Global Sources supplier rankings



Suppliers are ranked using a 6-star ranking system. Companies with a higher star ranking provide more business information and verification reports on their Global Sources online homepages.

Suppliers rated 5 or 6 stars have a Credit Check report from First Advantage or Sino-Trust and a Supplier Capability Assessment report provided by Bureau Veritas online.

The rankings are correct at the time of publication and may be subject to change.

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Dongguan Goldyip Electronic Science & Tech Co. Ltd



INQUIRE NOW

Dongguan Goldyip achieved total sales of \$50 million in 2010, with TV mobile phones making up \$10 million.

The entire output for the line is exported. Products are shipped to South America, the Middle East and the Asia-Pacific region.

Targeting Central and South America, and Africa, the maker projects international sales will climb by more

than 20 percent. It will raise capital expenditure by as much as 50 percent.

Dongguan Goldyip has 3,100 full-time employees. Operating at 20 percent of capacity, the supplier's Dongguan factory in Guangdong province churns out 30,000 TV mobile phones per month.

About \$1 million is allotted to product development every year.



Model: K520

MOQ: 3,000 units

Description: TV mobile phone; MediaTek MT52 chipset; 2in TFT screen; 2GB TransFlash card; compatible with Nokia charger and 4C battery

See more popular export models in the [Product Gallery](#).

Company facts

Year established	1996
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Dongguan (Guangdong)
Factory location(s)	Dongguan (Guangdong)
No. of full-time employees	3,100
Annual sales (all products)	\$50.0mn
Annual R&D spending	\$1.0mn

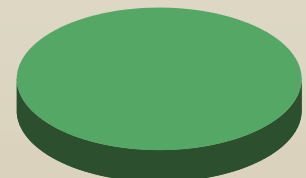
Sales & output: Mobile phones

Annual sales	\$10.0mn
Share of total sales	20%
Annual export sales	\$10.0mn
Total monthly capacity	150,000 units
Average monthly output	30,000 units
Capacity utilized	20%
Average monthly exports	30,000 units
Export ratio	100%

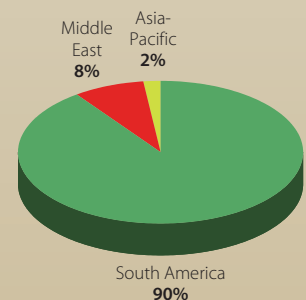
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Exports by product



Exports by market



PRODUCT GALLERY

Feature phones



Power Idea
(profile page 26)
Model: LM121B
MOQ: 5,000 units
Description: MediaTek MT6253 chipset, 104MHz; 1.4in TFT screen, 128x128 pixels; 128+32MB internal memory; FM radio, torch; Bluetooth; MP3, WAV, AMR; Nucleus OS; Micro-USB; 3hr talk, 130hr standby time; 650mAh battery; water-resistant; 111x49x20mm; 50g



Power Idea
(profile page 26)
Model: LM860
MOQ: 1,000 units
Description: Quadband; dual-SIM; MediaTek MT6235 chipset, 208MHz; 2.2in TFT screen, 240x320 pixels; 512+256MB internal memory, up to 32GB TransFlash card; GPS, walkie-talkie, camcorder; Bluetooth; MP3, MPEG-4, WAV, AMR; Nucleus OS; Java; Micro-USB; 5.5hr talk, 300hr standby time



Sagetel
(profile page 27)
Model: Q800
MOQ: 10,000 units
Description: Dual-SIM, -standby; MediaTek MT6223D chipset, 52MHz; 2in TFT screen, 220x176 pixels; 128+32MB internal, up to 2GB external memory; FM radio, MP3/3GP player, GPRS, WAP, MMS; Bluetooth; Java; Mini-USB; 4hr talk, 70 to 120hr standby time; 50.5x103.4x13.3mm



Sagetel
(profile page 27)
Model: L26
MOQ: 10,000 units
Description: Dual-SIM, -standby; MediaTek MT6252 chipset, 104MHz; 2.2in TFT screen, 220x176 pixels; 64MB internal, up to 32GB external memory; FM radio, MP3/MP4 player, GPRS; Bluetooth; Mini-USB, USB; 4hr talk, 120 to 200hr standby time; 111x48x13.1mm; 90g



Sagetel
(profile page 27)
Model: L17
MOQ: 10,000 units
Description: Dual-SIM, -standby; MediaTek MT6223D chipset + DSP, 52MHz; 1.8in QQVGA TFT screen; 64+32MB internal, up to 2GB external memory; FM radio, MP3 player; Bluetooth; Mini-USB; 4hr talk, 70 to 120hr standby time; 105x45x13.2mm; 70g



Shenzhen Act
(profile page 28)
Model: M303
MOQ: 5,000 units
Description: Dual-SIM; MStar MSW 8533C1 chipset; 2.4in TFT screen, 320x240 pixels; 128+32MB internal memory, up to 8GB TransFlash card; camera, FM radio, LED torch; Bluetooth; MP3, AAC, AAC+, 3GP, MPEG-4; 9hr talk, 340hr standby time; compatible with Nokia BL-4U 1,000mAh battery

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