

## #TECH: Realme bullish about prospect in Malaysia



By [Izwan Ismail](#) - August 18, 2023 @ 11:53am



PHONE maker realme is confident about its business and user acceptance in Malaysia.

The company's product manager, Michelle Tiong Wei Ping, said realme aims to solidify its position in the top five smartphone brands in Malaysia.

"Guided by a 'Dare to Leap' spirit, realme has always strives to provide youth the cutting-edge technologies with eye-catching designs while breaking the industry's benchmarks," she said.

According to analysis from Canalys, a technology market analyst firm, realme Malaysia has returned to the top five smartphone list as of Q2, 2023. It recorded an annual growth of 18 per cent, the highest and only double-digit growth among the top five brands.

"We believe that this is just a beginning and it will reach higher peaks by the end of the year," she added.

Realme said its target market is the younger generation who have adopted similar beliefs to realme's 'Dare to Leap' spirit motto. They are usually the ones to break the generic rules, which will eventually lead to innovation and progress in today's modern world.

"Similar to realme's goals and visions, we provide products with high performance, quality and design that are beyond fashion, trend, and lifestyle expectations," said Tiong.

### **Meeting consumers' demand**

As a phone maker, understanding the needs of the consumers is vital.

"So when it comes to buying a phone, users usually look at camera quality, design, and storage options," said Tiong.

"Humans are social creatures, and in today's era, we tend to share our moments on social media in the form of photos and videos. A smartphone with great camera quality lets you easily showcase your moments in their best forms," she said.

"Besides that, consumers nowadays takes the exterior design into consideration when they are looking for new smartphones, and one thing we noticed is that smartphone applications are getting bigger and bigger nowadays, and to store all your favourite apps, photos and videos in your smartphone means that you'll need a smartphone with a large storage option," she added.

### **Facing competition**

The smartphone market is without doubt very competitive.

"In differentiating ourselves from other players, we pride ourselves on being a trendy, innovative brand that challenges norms. Cognisant of the current landscape – smartphones with great performance and good-looking usually come with a lofty price tag – we strive to provide customers with smartphones that boast leap-forward performance, design and experience that do not break their wallet," said Tiong.

"As we weathered the economic-wrecking pandemic, consumers have become budget-conscious regarding big-ticket items like smartphones. It's not just an affordable price tag consumers seek, but also powerful hardware and software that can justify the price tag," she said.

Currently, realme has three product lines that target different audiences - the GT Series, 11 Series and the C Series, which are targeted at different market segments.

"In the next five years, we aim to be youngsters' most preferred smartphone brand," said Tiong.

### **Growth plans**

Moving forward, she said realme is now looking at long-term growth and are placing greater priorities on two core areas, which are product development and market growth.

"When it comes to product development, we are driven by one goal and only goal: to provide devices that have true-leap advancement. When we say true-leap, it means offering smartphones with significantly better specs than what the segment is supposed to offer. On this note, we have rolled out a Spire Strategy which places greater emphasis on leap-forward technology, design and experience," said Tiong.

"Meanwhile, we are also looking to partner with new blood worldwide to continuously strengthen product design and solidify its leading position as the trendiest brand in the industry," she said.

As for the market growth aspect, realme is actively looking for ways to penetrate deeper into the markets.

"We have a Leap-forward Climbing Plan in place to be ranked top 5 worldwide in the next five years. The plan will be guided by four principles, such as continuing to devolve leap-forward technologies, placing greater emphasis on R&D, and more. realme plans to increase its investment in R&D by 58 per cent," she said.