

# BIS report

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Reference of company logo here in Harvard style referencing

## Abstract

ZTE is a telecommunications company. The purpose of writing ZTE's theme is because we want to know more about ZTE's business development in India. India is not a wealthy country with one of the most populous countries in the world. The price of ZTE's mobile phones is not high and is acceptable to local people. I have learned a lot about ZTE's development in India from many websites and interviews with teachers. From this, I found that ZTE sold well in India, and the local GDP also increased. Huawei, as a competitor of

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ZTE, also sells well in India, and <sup>1</sup> their respective 5G technologies will also develop in India. In the future, whether it is online or in the real phone shop. ZTE will do better and better, people will be more trusting and using.

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## **Introduction**

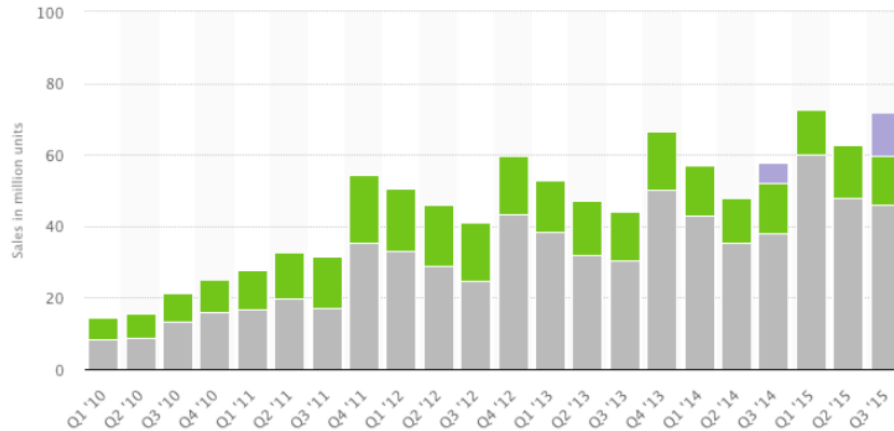
ZTE is a company mainly engaged in communication equipment and networks. The purpose of writing the ZTE theme is because we want to know more about the development of ZTE's business in India. ZTE is widely used in India. ZTE can be divided into two parts. It provides top-notch technology for many local telecommunications, such as signals in the railway, and some traffic management for the government. ZTE's mobile phone sales in India have also been rising. India is not a rich country and has a large population. Therefore, people's demand for mobile phone prices may be relatively low. Compared with other smart phones, ZTE's price tag is not so high, so more and more people buy ZTE mobile phones. India has a stable government, so it is safe for ZTE to import into India. ZTE has a lot of help in education and transportation. In the near future, ZTE has launched 5G and adopted it. Advanced technology. ZTE's mobile phones are manufactured in China and exported to India. The local government supports ZTE's imports and sells to India at a very low price. And ZTE has its own official website, and people in India can buy this mobile phone through the Internet. ZTE has a cooperative relationship with many companies in India, which has great development opportunities for the telecommunications industry. The outcome of the research expected the results of one company which is ZTE may be their usefulness.

### Body of the report

International trade has promoted the supply relationship of the national market, providing countries with more development opportunities and promoting economic development. India's population is second only to China. Our exports to India are a good choice. India is a big market, and the Indian market is constantly developing. It is a growing middle class. Building factories in India, such as ZTE, whether it is telecommunications or smart phones are very popular, but we need to hire local people to help sales, so we also need to use costs, including labour costs, service fees, interest on funds and so on. Because of the exchange rate problem, we can profit from it. Due to the policy, China's ZTE exports to India without the need for tariffs. ZTE's market can no longer be expanded in China. Coupled with China's fierce competition, ZTE shareholders may want to pay dividends, so in order to meet the needs of shareholders and become international. India now has a stable government. The goods of China and other countries are also exported to India. Their GDP is also rising. India also has a good education. More and more local people can speak English. The export of goods and markets around the world to India is also becoming more and more convenient for communication. The development of technology was also very rapid, and India was chosen as the exporting country. As a competitor of ZTE, Huawei has also successfully carried out similar activities. After the influence of the Indian government, economy, society and technology, Huawei's 5G technology will also develop into India with ZTE. These two low-priced mobile phones are selling well in India. Through technology, they can order mobile phones on the mobile phone official website of the network, which is also convenient. The 5G technology developed by ZTE is valued by India, which brings profits to the future of this company.

Use charts to analyze ZTE's revenue in India.

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From the chart we can see the trend of ZTE sales in India. Because the price of the sale is not expensive, people in the working-class in India can accept the price. In the future, ZTE will have 5G technology development in India, and believe that it will earn more money and profits.

The telecommunications industry is very popular in India. Due to some economic pressures in India, they will prefer Chinese ZTE handsets at their price points compared to more expensive smartphones. However, ZTE can no longer be extended in China and it is difficult to compete. Therefore, ZTE chose to establish a factory in India, hire local people to help sales, and it also can help local people to solve their personal problem of finding a job. As more and more goods are imported into India, it contributes to India's GDP. Because we hire local people to work, we will spend a lot of money, such as labor costs, service fees, interest on funds, and so on. Built a factory in India, ZTE has increased the level of their investment and provided more products to the Indian people. Huawei, as a competitor of ZTE in India, it sells to local people at the same price as ZTE, and sells well. Huawei and ZTE have <sup>1</sup> stood in the Indian market with the help of the Indian government, economy and technology. Fortunately, their respective 5G technologies will also be developed together in India, and local people can also make purchases on the product's official website through the Internet. These behaviors have brought a lot of profits to both companies. In order to study the development of ZTE in India, I have collected a lot of information on both Bing and Google. By contrast, I chose some relatively reliable websites, such as Global Times, and some local news sites. However, because I interviewed an Indian teacher before, the

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information was not very accurate, and it was difficult to find local people to interview relevant information. And the information on the website was not necessarily accurate. Therefore, these reasons hinder the effectiveness of the research.

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### **Conclusion**

ZTE's development in India is getting better and better, and the sales volume is getting higher and higher, which also changes the quality of local people's life. As India's technology development is also on the rise, online sales are also a good choice. Indians can make purchases through the Internet. They only need to go to the official website to make purchases, fill in some basic personal information, and complete the payment. After the express delivery, the delivery staff will be sent to the customer. It is very convenient, and creating a simple way for people who don't want to go out. Nowadays security systems have also improved, so customers don't have to worry about personal information being exposed.

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