Rwandans are using more TECHNO phones than any other brand according to Sources from RURA which show that among the mobile vendor companies, TECNO has 65.7% market share in Rwanda.

Different Research tech institutes have ranked TECNO Mobile as a better choice in Africa and Rwanda in particular.

Hot suite digital marketing reported that among the population of 12.350.000, there are 3. 720.000 internet users and 10. 690.000 activate mobile users.

Coming to the population and economic indicators, most Rwandans love posh but affordable smartphones, making the market highly price sensitive and hence giving TECNO an upper hand as their devices are good and relatively affordable.

There is one thing that holds back the spread of technology to emerging countries, the cost the countries with the highest numbers of active smartphones, like China, Korea and the United States – either have the manufacturers right on their doorsteps, which allows them to acquire their handsets at a lower price, or they have a higher average revenue per capita, making them less sensitive to costs.

When considering TECNO smartphones, there are Camon series known as camera phone, SPARK series and Phantom series (Flagships models).

Quality of product matters when someone is considering the money spent on it, this is explained by how the presence of TECNO on ground has prevented counterfeits; you buy a TECNO product from authorized dealer and you are sure that if any problem arises, you will get technical support through Carl care service center which means that when a product is damaged after purchase, you are offered after sales services support under warranty period for free or out warrant period.

Therefore, TECNO is supporting the government vision of making Rwanda an ICT hub by supplying a lot of good qualities mobile devices, bringing affordable, yet high-tech handsets to many areas, allowing the users in those areas to get in tune with the latest technology and be connected.

This means more demands for mobile devices and good response to Rwandans and Africans needs and expectations as well.

From this perspective, we can come up to this conclusion that TECNO has prioritized the African market and Rwanda market by looking at the gaps in the market and tried to fix them.