

SHENZHEN, China, Dec. 27, 2013 /PRNewswire/ -- Recently, leading Chinese smartphone manufacturers are marching on the high-end smartphone market in succession. They do their utmost to improve products and reshape brands to make Chinese smartphones gear up and change people's previous attitudes. The development and expansion of the Internet brightens the Chinese mobile industry. Based on their original advantages, including supply chain, R&D and sales, most Chinese manufacturers are beginning to embark on building their own brands through online businesses. At this opportune moment, MYSAGA is born and becoming a rising star of Chinese smartphones.

In September 2013, MYSAGA made its world debut and released two high-end flagship smartphones, M1 and M2. M1 features a practical price, and M2 features a 13.0MP camera and FHD screen. Why can MYSAGA produce two high-end smartphones in a twinkling? It is because MYSAGA is a brand of Shenzhen SAGA Mobile Co., Ltd, a high-tech company in mainland China, boasting 8 years' history. Its 8-year R&D experience endows the M1 and [M2](#) with state-of-the-art user experience and technology, causing a sensation and attracting worldwide dealers.

Surprisingly, instead of cooperating with global wholesalers, retailers and distributors, MYSAGA is building partnerships with worldwide B2B and B2C online businesses, such as eBay, Amazon, [Globalegrow](#), DX, DinoDirect, PandaWill, Chinavasion and [Funbookes](#), etc. MYSAGA won their unanimous recognition and has become one of their main suppliers thanks to its high configuration, practical prices and considerate after-sales service. In only two months, sales of M1 and M2 reached up to 20 million smartphones, creating a legend in the mobile industry. What makes MYSAGA so outstanding is its solid business strength. MYSAGA has over 400 R&D engineers and 200 marketers. Moreover, the proportion of its foreign workers is almost 20%, and some of them are even executives of multinationals.

Barry Yang, one MYSAGA Vice President disclosed, "Our company is going to make a transformation from products to sales to cope with fierce competition. Although we did a good job at the start, the upcoming 2014 is really important for us to make the transformation and build our brand." He added, "In 2014, our products will focus on 4G. Except online business, we will cooperate deeply with distributors from every country. We will improve [MYSAG](#) brand awareness to a quite high degree not only from products but also from sales channels and cooperation with online businesses."

Overall, the transformation of the Chinese mobile industry is an inevitable trend. And for Chinese manufacturers, the transformation is a double-edged sword, which is full of opportunities and challenges. They should transform not only in products but sales. In products, they should keep the original innovation. In sales, they should open up the market through online business. Meanwhile, they should be cautious for online business, for it not only has advantages but also plenty of risks. Generally, the futuristic transformation of the Chinese mobile industry is promising, which will promote the development of the whole industry.

SOURCE MYSAGA MOBILE

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