## The Evolution of a Global High-Tech Brand



How Victor Chor Turned Infinacore Into an E-Commerce Leader In Consumer Electronics.

Action

Flipping individual items on EBay

Wider range of items, organized e-commerce

Emerging niche: gadget technology, convenience

Reliable brand for technological convenience **Infinacore:** THE brand for

wireless charging

Value Generation Individual buyers, subjectively valuable exchange More buyers, more focused segmentation of value experiences

More buyers, more focused segmentation of value experiences

Go-to branded source of tech convenience

Trust relationship with brand for important, increasing ongoing need



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