Project Report

"A Comparative Study of Marketing Strategy of Apple and Redmi Smart phone"

Submitted to

G. S. College of Commerce & Economics, Nagpur

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In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

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Under the Guidance of
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G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23

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CERTIFICATE

This is to certify that Vaibhav Talewar has submitted the project report **"** A Comparative Study Of Marketing Strategy Of Apple and Redmi Smart phone towards partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate. It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Prof.Leena Kapse   Dr. Afsar Sheikh

(Project guide)   (Co- ordinator)

DECLARATION

I here-by declare that the project with title "A Comparative study of marketing strategy of apple and redmi smart phone has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken

Vaibhav Tallewar

Place:

Date:

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr.Swati Kathaley Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. Leena Kapse for his/her guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr.Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the NonTeaching staff of the college for their Co-operation. I would like to thank all those who helped me in making this project complete and successful.

Vaibhav Tallewar

Place:
Date:

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CHAPTER-1
INTRODUCTION

Brief of overview of study:-

CUSTOMER SATISFACTION

Customer satisfaction measures how well a company's products or services meet or exceed customer expectations. These expectations often reflects many aspects of the company's business activities including the actual product, service, company, and how the company operates in global environment. Customer satisfaction measures are an overall psychological evaluation that is based on the customer's lifetime of product and service experience CUSTOMER.

IMPORTANCE OF CUSTOMER SATISFACTION

importance customer satisfaction is apparent when you realize that, without customers, you don't have a business. A single unsatisfied customer can send more business away from your company than 10 satisfied customers. The more focus on your customer retention and customer support, the more long term business you'll get. It's worth it to focus on customer satisfaction strategies, no matter how large or small your company is.

Understanding the need of customer is critical.

A business relationship, just like any other relationship relationship, relies on both people getting their needs met. No matter what type of business you are in, all customers want the same thing. They want to feel welcomed and appreciated by you and your staff. They don'twant to get the impression that they are just being used by you for money. Small interactionslike "Thank You" and a nice smile can go a long way toward customer satisfaction.

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Make sure your employees operate with the same principles.

A big part of customer satisfaction is reliability. If customers come to expect a certain mode of behaviour from you and your employees, you should deliver it them to each and every time. Customers want to be able to rely on you. They expect consistent delivery times (ifapplicable) and support. By training your employees to treat all customers with same respect, your customers will all have the same experience with your company, which will increase customer satisfaction.

Be honest when you don't meet expectations:

Customer satisfaction is at its most important when something goes wrong in the chain of delivery. Whether a customer was double charged or didn't receive what she he ordered, your employees need to handle the situation utmost care. Your employees should apologize and take step to rectify the situation. The phrase "the customer is always right" is at the core ofa good customer satisfaction strategy. It doesn't matter whether or not the customer misread the the instructions or made the mistake; your employees should take the steps to make the customer happy.

Customer satisfaction is the foundation of a good business.

Satisfied customers will make a great foundation for return business, and they may also bring in their friends and associates. Remember that customers are the heart of any business. Keep them satisfied, and encourage them to tell their friends about their experiences with yourbusiness.
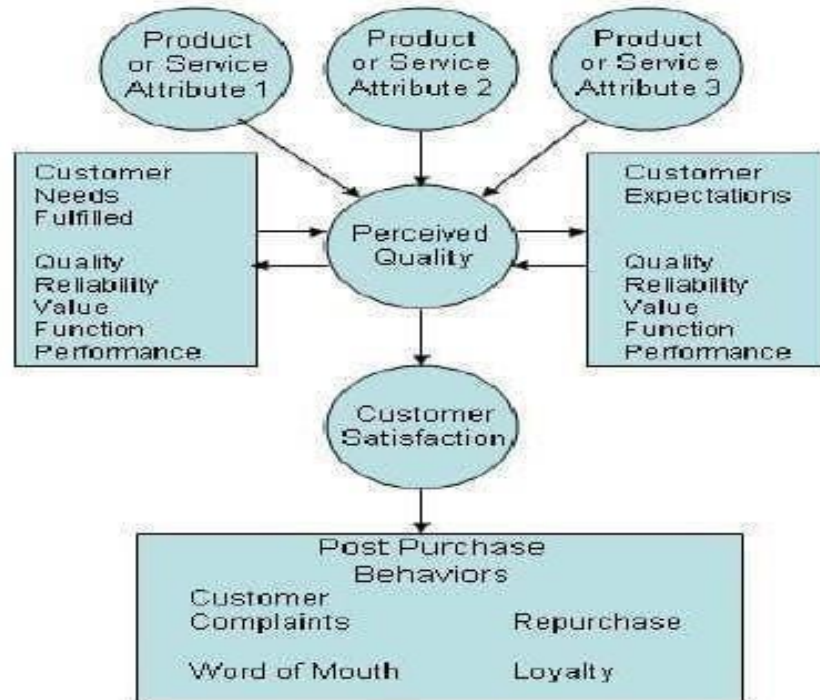
Satisfaction Measurement: Affective Measure of Customer Satisfaction

A customer's attitude (liking/disliking) towards a product information or experience whether perceived or real. Again, it is meaningful to measure attitudes towards a product or service that a consumer has never used, but not satisfaction

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CHAPTER-2
COMPANY PROFILE

Apple Inc.

Apple Inc is an American multinational corporation that designs and sellsconsumer electronics, computer software, and personal computers. The company's best knownhardware products are the Macintosh line of computers, the I-Pod, the I-Phone and the I- Pad. Its software includes the Mac OX operating system; the iTunes media browser; the I-life suite of multimedia and creativity software; the I-Work suite of productivity software; Aperture, a professional photography package; Final cut studio, a suite of professional audio and film- industry software products; Logic studio, a suite of music production tools; the Safari web browser; and IOS, a mobile operating system.

Apple started with manufacturing and selling personal computers but has now expanded into many sectors. Today (October 2018) Apple is the second largest phone manufacturer in the world after Samsung. In fact, Apple Inc is the largest IT Company in the world (by revenue) more to this tech giant than meets the eye. In fact, you may be surprised by some of the inner workingsof Apple, one of the most successful and yet polarizing brands in the world.

When Apple was founded on April 1, 1976, there was no way Steve Jobs, Steve Wozniak, andRonald Wayne could have envisioned just how successful the company would become. Now, it's a household name, with a rich and storied history.

Interesting facts about Apple:

- In early 2015, Apple became the first ever $700 billion company. More recently, Apple overtook Google as the most valuable brand in the world.

- You might think of them only as fierce competitors, but Apple and Samsung have a different sort of relationship. Samsung actually manufactures the retina display on the Apple iPad and aportion of the memory chips used in the iPhone 6 (though Apple has cut back on its reliance

on Samsung).

- InJune2014 a seven-for-onestocksplittookthetradingpriceofApplefromapproximately

$645 to $94.

- One of the original Apple computers sold for more than $387,000 in 2013.

- The revenue generated by Apple is more than the GDP of many countries, including Ecuador, Libya, and Iraq (among hundreds of others)

- In 2005, there were 116 Apple retail stores scattered throughout the world, with the largest number in the United States. This total reached 317 by 2010 and 437 by 2014. The number of Apple stores has increased each year since 2005. Want to go work at one? Good luck–youhave a better chance of getting into Harvard.

Mac and accessories

- Mac mini, consumer sub-desktop computer introduced in January2005.

- iMac, consumer all-in-one desktop computer that was first introduced by Apple in 1998.Its popularity helped revive the company's fortunes.

- Mac Pro, workstation-class desktop computer introduced in August2006.

- MacBook, consumer notebook introduced in 2006, available in white and aluminum variants.

- MacBook Air, ultra-thin, ultra-portable notebook, introduced in January 2008.

- MacBook Pro, professional portable computer alternative to the Mac Book, introduced in January2006.

Xserve, rack mounted, dual core, dual processor 1Userver.

Apple sells a variety of computer accessories for Mac computers including the AirPort wireless networking products, Time Capsule, Cinema Display, Mighty Mouse, the Apple Wireless Keyboard computer keyboard, and the Apple USB Modem.

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I-Pod

On October 23, 2001, Apple introduced the iPod digital music player. It evolved to include various models targeting the needs of different users. In 2007, the iPod was the market leader in portable music players by a significant margin, with more than 100 million units shipped as of April 9, 2007. In 2008 Apple sold four variants of the iPod. iPod classic (Previously named iPod from 2001 to 2007), portable media player first introduced in 2001, with a 120 GB capacity. iPod nano, portable media player first introduced in 2005, available in 8 and 16 GB models. iPod shuffle, digital audio player first introduced in 2005, available in 1 and 2 GB models. iPod touch, portable media player first introduced in September 2007, available in 8, 16, and 32 GB models.

I-Phone

The iPhone, a convergence of an Internet-enabled smartphone and iPod. went on

quad band GSM and EDGE cellular phone with features found in hand held devices, running a

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scaled-down versions of Apple's Mac OS X (dubbed iPhone OS), with various Mac OS X applications such as Safari and Mail. It also included web-based and Dashboard applications such as Google Maps and Weather. The iPhone featured a 3.5-inch (89 mm) touch screen display, 8 or 16 GB of memory, Bluetooth, and Wi-Fi (both "b" and "g"). In 2008, the iPhone 3G added support for 3G networking and assisted-GPS navigation, with the price cut to $199 for the 8 GB version, and $299 for the 16 GB version. Along with the release of the new iPhone Apple launched an App Store, providing applications for download that were compatible with the iPhone; it has since surpassed one billion downloads.

I-Pad

iPad is a line of tablet computers designed, developed and marketed by Apple Inc., which run the iOS and iPad OS mobile operating systems. The first iPad was released on April 3, 2010; the most recent iPad models are the ninth-generation iPad, released on September 24, 2021; the sixth-generation iPad, released on September 24th, 2021; the fourth-generation iPad Air, released on October 23, 2020; and the third-generation 11- inch (280 mm) and fifth-generation12.9-inch (330 mm), iPad Pro released on May 21,2021.

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<u>Apple TV</u>

At the 2007 Macworld conference, Jobs demonstrated the Apple TV, (previously known as thei-TV), a set-top video device intended to bridge the sale of content from iTunes with high- definition televisions. The device linked up to a user's TV and synchronized, either via Wi-Fi or a wired network, with one computer's iTunes library and streams from an additional four computers. The Apple TV originally incorporated a 40 GB hard drive for storage, included outputs for HDMI and component video, and played video at a maximum resolution of 720p. In May 2007, a 160 GB drive was released alongside the existing 40 GB model and in January 2008 a software update was released, which allowed media to be purchased directly from the Apple TV.

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<u>Software</u>

Apple develops its own operating system to run on Macs, Mac OS X (the current version is Mac OS X v10.6 "Snow Leopard,". Apple also independently develops computer software titles for its Mac OS X operating system. Much of the software Apple develops is bundled with its computers. An example of this is the consumer- oriented Life software package which includes DVD, iMovie, iPhoto, Garage Band, and Web. Its productivity suite, iWorkis available, which includes the Keynote presentation software, Pages word processing software, and Numbers spreadsheet software. iTunes, QuickTime media player, and the Safari web browser are available as free downloads for both Mac OS X and Windows.

Apple offerers a range of professional software titles. Their range of server software included the operatin system Mac OS X Server; Apple Remote Desktop, a remote systems management application; WebObjects, Java EE Web application server; and Xsan, a Storage Area Network file system. For the professional creative market, there was Aperture for professional RAW-format photo processing; Final Cut Studio, a video production suite; Logic,a comprehensive music toolkit and Shake, an advanced effects composition program.

Apple also offers online services with iCloud (formerly MobileMe) which incorporates personal web pages, email, Groups, -Disk, backup, -Sync, and Learning Center online tutorials. iCloud is built into every Apple device, working automatically to store personal data on an online server and thereby keep all web-connected device in sync.

ORGANISATIONAL STRUCTURE OF APPLE
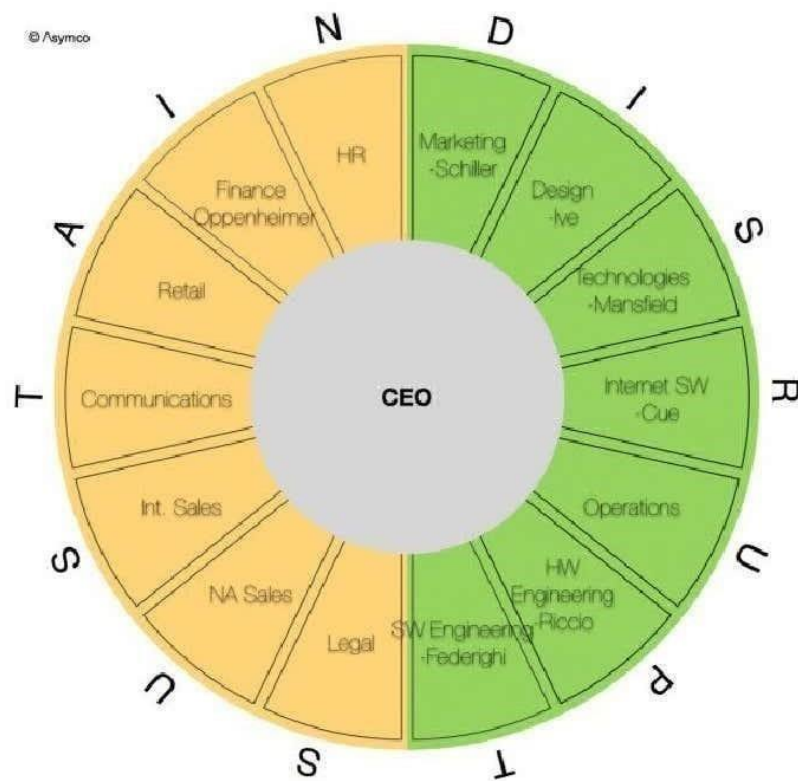
Redmi group

Redmi is a subsidiary company owned by the Chinese electronics company Xiaomi. It was first announced in July2013 as a budget smartphone line,[1] and became a separate sub-brand of Xiaomi in 2019 with entry-level and mid- range devices, while Xiaomi itself produces upper-range and flagship Xiaomi (formerly Mi) phones. Redmi phones use the Xiaomi's MIUI user interface on top of Android. Models are divided into the entry-level Redmi, the mid-range Redmi Note, and the high-end Redmi K. In addition, the unrelated *Mi*

A Android One series is also positioned in the similar market segment with Redmi devices, despite being part of the upper-range Xiaomi Mi line up. The most significant difference from other Xiaomi smartphones is that they use less-expensive components and thus have lower prices while retaining higher specifications.

In August 2014, *The Wall Street Journal* reported that in the second quarter of the 2014 fiscal year, Xiaomi had a market share of 4% of smartphone shipment rankings in China. Redmi sales were attributed as a contributing factor toward this gain in shipment rankings.

Redmi is set to bring another new smartphone line up in the budget segment in India very soon. The company has teased the new Redmi A1 smartphone which is likely to focus on the entry-level segment. Redmi already has the regular Redmi 10a series in the same price range, but it seems the brand will give the Redmi A1 a different twist by offering it a stock Android experience.

Redmi HISTORY

2013

The first Redmi phone (*Red Rice* in Mandarin), released in China in 2013, was first launched on Xiaomi's website, with consumer sales beginning on 12 July 2013. The phone was internationally released under the Redmi brand in early 2014.

2014

On 13 March 2014, Redmi announced that their phones had been sold out in Singapore alone, eight minutes after being made available to buy on Xiaomi's website. Criticism regarding the release of Redmi phones included the notion that the firm may be exaggerating its sales by releasing them in small batches, causing them to quickly sell out.

On 4 August 2014, *The Wall Street Journal* reported that in China's smartphone market, Xiaomi overtook Samsung in the second quarter of the 2014 fiscal year with a 14% market share in smartphone shipment rankings, while Samsung had a 12% market share during this time.[8] Yulong and Lenovo both had a 12% market share during this time.[2] Redmi sales were attributed as contributing to Xiaomi's increased shipment rankings in the smartphone market. Conversely, in the first quarter of 2014, Xiaomi held a 10.7% market share.

2015

The Redmi Note 3 launched on 24 November 2015; unlike its predecessor, it does not have a user-changeable battery or microSD slot. It uses the MediaTek He X10 Octa-core 2.0 GHz Cortex-A53 SOC with the Power VR G6200 GPU. The Snapdragon variant of the phone, released later the same year, is based on the Snapdragon 650 and has microSD support.

2016

In July 2016, the actors Liu Shishi, Wu Xiubo and Liu Haoran became the first ambassadors of the Redmi series in China. Redmi Pro has appeared as Pro line up in Redmi series.

On 25 August 2016, Xiaomi unveiled the Redmi Note 4, powered by MediaTek's Helio X20 deca-core processor clocked at 2.1 GHz. The device has 2 GB RAM and 16 GB of internal storage. It has a 5.5-inch Full-HD display and a 13 MP rear camera and 5 MP front camera. It runs on Android 5.1 Lollipop and is powered by a 4,100 mAh battery.

In November 2016, Xiaomi released its new budget phone, Redmi 4. It has a polycarbonate body, dual-SIM support and runs on MIUI 8 based on Android 6.0.1 Marshmallow. The Redmi 4 has a 5-inch 720x1280 pixels display, is powered by a 1.4 GHz octa-core processor, and has 2GB of RAM.

2017

In January 2017, the Xiaomi Redmi Note 4x based on Qualcomm Snapdragon 625 Chipset became the company's first major launch of 2017.[10] It is an upgraded version of the previously released Redmi Note 4 based on the MediaTek Helio X20 chipset. The device is known as Redmi Note 4 in regions where the original Redmi Note 4 was not released.

In December 2017, Xiaomi unveiled the Redmi 5 and 5 Plus. They are the first phones in the Redmi series with an 18:9 screen aspect ratio. The EU release was set to January 2018 and prices were set to €170 for the Redmi 5 and €215 for the Redmi 5 Plus.

2018

In February 2018, Xiaomi unveiled the Redmi Note 5 and Note 5 Pro. They are the first phones from Xiaomi to feature facial recognition.

In May 2018, Xiaomi unveiled the Redmi S2, also known as Redmi Y2 for Indian markets.

In June 2018, Xiaomi unveiled the Redmi 6, 6A and 6 Pro. The Redmi 6 Pro is the first phone in the Redmi series with a notch similar to the iPhone X and a 19:9 screen aspect ratio.

In September 2018, Xiaomi unveiled the Redmi Note 6 Pro. It is the first phone in the Redmi series with four cameras (two cameras on the front and two cameras on the back) and constructed using 6000 series aluminium.

2019

In January 2019, Xiaomi officially announced Redmi to be a separate sub-brand, distinct from Xiaomi.

On 10 January 2019, Redmi unveiled the Redmi Note 7 and Note 7 Pro, the first phones in the Redmi series with a 48-megapixel rear camera. The Note 7 has a Samsung GM1 image sensor, and the Note 7 Pro has a Sony IMX586 48MP image sensor. The Note 7 is powered by the Qualcomm Snapdragon 660 Octa-Core Processor clocked at 2.2 GHz, and the Note 7 Pro has an 11 nm Qualcomm Snapdragon 675 Octa-Core Processor clocked at 2.0 GHz. The Note 7 is available with 3GB RAM with 32GB storage, 4GB RAM with 64GB storage and 6GB RAM with 64GB storage. It has a 4,000mAh battery with Quick Charge 4.0. The Redmi Note 7 series of smartphones is one of the best-selling Redmi phones; over 20 million devices were sold in the 7 months from their introduction.

The Redmi K20 and K20 Pro (also marketed as the *Mi 9T*) are Redmi's first foray into the flagship market. The phone was launched along with the Redmi 7A in China on 28 May. The K20 Pro is powered by the flagship Snapdragon 855 processor while the K20 is powered by the newly released Snapdragon 730 and Redmi 7A is a less expensive phone with Snapdragon 439. Redmi Note 8 and Note 8 Pro were launched on 29 August, and Redmi 8 and 8A were announced in October 2019.

After emerging as a sub-brand of Xiaomi, Redmi employed the same *Smartphone &* dual core strategy as Xiaomi, and branched out to different product categories such as smart TVs, notebook PCs. Xiaomi also forayed into home appliances such as washing machine, and products such as luggage.

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2020

On 7 January, Redmi unveiled the Redmi K30 5G, it being Redmi's first 5G handset available in the market. The K30 is powered by the flagship Snapdragon 765G, an Octa-Core Processor clocked at 2.4 GHz. The K30 features a LCD display punch hole camera cut out with 120 Hz refresh rate.

In March, Redmi unveiled the Redmi Note 9 Pro and Redmi Note 9 Pro Max in India. Both handset models is powered by the Snapdragon 720G, an Octa-core Processor clocked at 2.3 GHz. The Redmi Note 9 Pro features a 48MP quad camera rear setup and 18W fast charge, while the Redmi Note 9 Pro Max features a 64MP quad camera rear setup and 33W fast charge. In the same month, Redmi introduced the Redmi Note 9S to the global market, rebranded from the Indian Redmi Note 9 Pro, both featuring identical design and specifications. Redmi introduced the Indian Redmi Note 9 Pro Max rebranded as the Redmi Note 9 Pro to the global market in May, both featuring identical design and specifications.

On March 24, Redmi unveiled the Redmi K30 Pro. The Redmi K30 Pro has a Sony IMX686 64MP sensor. The K30 Pro is powered by the flagship Snapdragon 865, an Octa-Core Processor clocked at 2.84 GHz. The Redmi K30 Pro is available with 6GB LPDDR4X RAM with 128GB UFS 3.0 storage, 8GB LPDDR5 RAM with 128GB UFS 3.1 storage and 8GB LPDDR5 RAM with 256GB UFS 3.1 storage.

Redmi introduced a massive 98" Redmi TV MAX at a price of RMB 19,999 which undercuts the massive screen LCD TV market.

On 26 May, Redmi unveiled the Redmi 10X Series, featuring the Redmi 10X Pro 5G, Redmi 10X 5G and Redmi 10X 4G. Both the Redmi 10X Pro 5G and Redmi 10X 5G features the MediaTek Dimensity 820, a 7 nm Octa-core Processor clocked at 2.6 GHz. Redmi 10X 4G features the MediaTek Helio G85, clocked at 2.4 GHz. Along with the introduction of the Redmi 10X Series, Redmi also introduced the Redmi TV X-series, offering big-screen TV at excellent value. Redmi also unveiled a range of notebook PCs featuring AMD Ryzen on the same day.

2021

The quick ascent of Xiaomi to the top is well-known. In Q2, the company defeated Apple to overtake Apple as the second-largest smartphone brand globally, and it beat Samsung to take the top spot in Europe.

REDMI GLOBAL THE DNA of Digital Innovation

Redmi Electronics is telecommunications, digital a global media leader. and in digital semiconductors. convergence technologies with 2004 parent company sales of US$55.2Bn and net income of USS103Bn. Employing approx. 113,000 people in over 90offices in 48 countries, the company has of 5 main business units: Digital Appliance Business, Digital Semiconductor Media Business and Business, LCD Business. Telecommunication Network Business. Recognized as one of the fastest growing global brands, Remi Electronics. Corporation is the world's largest producer of Color Monitors, Color TVs, Memory Chips and TFTLCD's.16

Customized products for Indian Consumers

Redmi understands the local cultural sensibilities. customize its products according tothe Indian market. It has set up a "usability lab" at the Indian Institute of Technology in New Delhi to customize Redmi products to meet the specific needs of Indian consumers. This industry institute partnership is helping Redmi to study analyze consumer response   in aspects of product design, including aesthetics, ergonomics & interface. Through its research done on consumer preference in India, Samsung has concludes that Indian consumers want more sound oriented products. Thus, the Redmi televisions for India have a higher sound capacity than their foreign counterparts. For the semi-automatic segment of Redmi washing machines Redmi has introduced for the first time in India a feature called Super Dry. It is present in three of Redmi semiautomatic models and dries the clothes better than the rest. Redmi washing machines have an additional menu that takes care of the local Indian wardrobes. They also have a memory re-start' that takes care of the frequent. power failures in India.

PRODUCT PROFILE

Full HD LCD TV

- The new Redmi X-series TVs are powered by MediaTek's MT9611 quad core chipset alongside 2GB RAM and 16GB storage. The I/O consists of 3 x HDMI 2.1 ports, 2 x USBs, an optical audio jack, one Ethernet port, and a headphone jack. The TVs also pack dual-band Wi-Fi and Bluetooth 5.0 connectivity.

Redmi LED BUIB

Control the application on your smartphone or by voice for ease of use

The Mi LED Smart Bulb is able to connect to your Wi-Fi network thanks to **the built-in Wi-Fi** module, so you can easily control it from your   control, so you can enter the era of intelligent lighting. There is no need to get up from bed to turn off the light. Just turn the light on or off, or adjust the brightness, colour or colour temperature with **Amazon Alexa, Google Assistant or Apple HomeKit.**

Features Xiaomi Mi LED Smart Bulb

- 16 million colors, countless possibilities
- Adjustable light brightness according to preference
- Adjustable colour temperature for additional personalisation
- The "Sunrise" mode allows you to wake up peacefully
- Intelligent voice control allows the light to be switched on and off
- Smartphone application control for ease of use
- Low energy consumption, long service life

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MI BAND (smart watch)

The **Xiaomi Mi Band** is a wearable activity tracker produced by Xiaomi, unveiled during a Xiaomi launch event on 22 July 2014. This article is mainly about the original Mi Band; later versions have separate articles.

DESIGN

The Mi Band resembles a bracelet in its design, and can be worn on either hand. The band's location can be set using the official Mi Band app called Mi Fit, later replaced by Mi Health and subsequently renamed to Life.

The band contains the core tracker which is around 9 mm thick, and 36 mm in length. It is inserted into a wristband, which is hypoallergenic and has anti-UV and anti-micro properties. The tracker is inserted into the charger module, which can be connected to a 5.0 V external power source. It is also called "Xiaomi Fit".

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- Fitness monitor and sleep tracker

- Sleep-cycle smart alarm

- Unlock your Android without a password

- 14-day standby power

- Water resistant (IP67)

- Vibrate alert (call and notification)

MI TRIMMER

A **trimmer**, or **preset**, is a miniature adjustable electrical component. It is meant to be set correctly when installed in some device, and never seen or adjusted by the device's user. Trimmers can be variable resistors (potentiometers), variable capacitors, or trimmable inductors. They are common in precision circuitry like A/V components, and may need to be adjusted when the equipment is serviced. are often used to initially calibrate equipment after manufacturing. Unlike many other variable controls, trimmers are mounted directly on circuit boards, turned with a small screwdriver and rated for many fewer adjustments over their lifetime. Trimmers like trimmable inductors and trimmable capacitors are usually found in superhet radio and television receivers, in the intermediate frequency (IF), oscillator and radio frequency (RF) circuits. They are adjusted into

the right position during the alignment procedure of the receiver. Trimmers come in a variety of sizes and levels of precision. For example, multi-turn trim potentiometers exist, in which it takes several turns of the adjustment screw to reach the end value. This allows for very high degrees of accuracy. Often they make use of a worm-gear (rotary track) or a leadscrew (linear track).

The position on the component of the adjustment often needs to be considered for accessibility after the circuit is assembled. Both top- and side-adjust trimmers are available to facilitate this. The adjustment of presets is often fixed in place with sealing wax after the adjustment is made to prevent movement by vibration. This also serves as an indication if the device has been tampered with.

ORGANIZARIONAL STRUCTURE OF REDMI

REDMI

CE
Consumer Electronics

- Visual Display Business
- Digital Appliances Business
- Health & Medical Equipment Business

IM
IT & Mobile Communications

- Mobile Communications Business
- Network Business

DS
Device Solutions

- Memory Business
- System LSI Business
- Foundry Business

CHAPTER-3

RESEARCH

METHODOLOGY

Research Methodology is a way to systematically solve the research problem. The Research Methodology includes the various methods and techniques for conducting a Research. "Marketing Research is the systematic design, collection, analysis and reporting of data and finding relevant solution to a specific marketing situation or problem". D. Slesinger and M. Stephenson in the encyclopedia of Social Sciences define Research as "the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practiceof an Research is, thus, an original contribution to the existing stock of knowledge making for its advancement. The purpose of Research is to discover answers to the Questions through the application of scientific procedures. Our project has a specified framework for collecting data in an effective manner. Such framework is called "Research Design". The research process followed by us consists of following steps:

Descriptive Research: There search was a descriptive research as it was concerned with

specific predictions, with narration of facts and characteristics concerning individuals specially entrepreneurs. In other words descriptive research is a research where in researcher has no control over variable. He just presents the picture which has already studied

- **Methods of Data Collection:** - Research work is beencollected from both Primary and Secondary

- **Sample Size:** Sample size is the number of elements to be included in a study.

   Keeping in mind all the constraints 60 respondents was selected.

- **Sampling Techniques:** The sampling techniques used are convenience sampling technique and simple   random sampling technique.

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- **Secondary Sources :**- Secondary data are those which have already been collected by someone else   which already had been passed through the statistical process. In this research **project secondary source used were books, online journals and websites.**

INDUSTRY OVERVIEW

rose to ~Rs. 95000 or US$ 1301 in 2019 from ~Rs. 73000 or US$ 1000 in 2015) make India A population of over 1 billion people and rising disposable income levels (per capita income one of the most lucrative markets for smartphones. The market has recorded a 10-fold expansion from ~14.5 million shipments in 2011 to ~150 million in 2020. In 2020, the Indian market declined by 4%, but still outperformed markets such as North America, Latin America and Africa.

According to Counterpoint Research, smartphone shipments are estimated to reach 173 million in 2021, a ~14% increase from the 2020 figure. Buoyed by an improved economic environment, the demand for smartphones in 2021 will be driven by elevated consumer spending.

A few years ago, the market was dominated by Blackberry and Nokia. But now, the Chinese brands, along with Redmi, have swarmed the market with cheaper smartphones. Xiaomi holds the top position, with 28% shipment market share, followed by Samsung (18%), as of the second quarter of 2021. A few of the notable Indian players include Micromax and Intex, with Reliance soon launching its own androids smart phone .Trends in the Indian smartphones market Increasing sales through online channel: With COVID-19- induced lockdowns, sale of smartphones through online channelsincreased in 2020. According to IDC, online channels grew 12% YoY and contributed 48% to the total sales in 2020. However, during the festive season (Diwali), footfalls in physical stores picked up and offline channels clocked a 5% YoY growth in the

fourth quarter of 2020.

A population of over 1 billion people and rising disposable income levels (per capita income rose to ~Rs. 95000 or US$ 1301 in 2019 from ~Rs. 73000 or US$ 1000 in 2015) make India **one of the most lucrative markets for smartphones. The market has recorded a 10-fold expansion from ~14.5 million shipments in 2011 to ~150 million in 2020. In 2020, the Indian market** declined by 4%, but still outperformed markets such as North America, Latin America and Africa.

According to Counterpoint Research, smartphone shipments are estimated to reach 173 million in 2021, a ~14% increase from the 2020 figure. Buoyed by an improved economic environment, the demand for smartphones in 2021 will be driven by elevated consumer spending.

A few years ago, the market was dominated by Blackberry and Nokia. But now, the Chinese brands, along with Redmi, have swarmed the market with cheaper smartphones. Xiaomi holds the top position, with 28% shipment market share, followed by Samsung (18%), as of the second quarter of 2021. A few of the notable Indian players include Micromax and Intex, with Reliance soon launching its own android smartphone.

Trends in the Indian smartphones market Increasing sales through online channel: With COVID-19- induced lockdowns, sale of smartphones through online channelsincreased in 2020. According to IDC, online channels grew 12%YoY and contributed 48% to the total sales in 2020. However, during the festive season (Diwali), footfalls in physical stores picked up and offline channels clocked a 5% YoY growth in the fourth quarter of 2020.

The trend of increasing online sale is expected to continue every year from 2022, driven by improved digital infrastructure, surging internet usage and rising acceptance of e-commerce.

Increased usage of smartphones: Following the government curbs on social distancing and lockdown, there was a 39% rise in the average time spent by an Indian user on a smartphone. As per a report by App Annie, India stood third (4.6 hours a day) on the list of average time spent by an average user on smartphones, with Indonesia (5.2 hours a day) and Brazil (4.8 hours a day) taking the top two spots worldwide.

The top apps accessed in India were Zerodha (financial services), WhatsApp (communication) and Instagram (social media).

Demand for 5G phones to grow multi-fold: 5G smartphones accounted for <3% of the overall market in 2020. Even without the 5G network roll-out, India has already become one of the top markets for shipment of 5G smartphones. As 5G continues to be one of the top desired features in a smartphone, total shipments of 5G smartphones in India is estimated between 32 million and 40 million units in 2021. The cheapest 5G smartphone available in the Indian market is priced at Rs. 15,000–16,000 (US$ 200– 220). Cheaper chipsets and competition among device manufacturers are expected to further drive down the prices.

Key factors driving smartphone sales The constant need to stay connected has made smartphones the most popular device not just in India, but worldwide. Communication on-the-go has become a norm for people, especially for people in urban areas with busy lifestyles. With rising disposable income levels and easy financing options (such as EMI), owning a smartphone is no longer a luxury. This is a reality for a young country, such as India, with a large working population. In addition, fierce competition among handset manufacturers and technological innovations keeps driving down the prices of smartphones, boosting affordability and sales growth.

With faster internet speed, consumption of online entertainment has skyrocketed. YouTube, Netflix, Amazon Prime, and many others offer a host of entertainment options, which can be easily accessed through smartphones. Not just entertainment, in a post COVID-19 era, smartphones are being extensively used for online education and online shopping. Also, the 'Digital India' initiatives by the Indian government are paving the way for various mobileapps and services. This will further spur usage and popularity of smartphones among Indians.

CHAPTER-4

RESEARCH STUDY

OBJECTIVE OF ANALYSIS

The main objectives of the present research work areas following:

- To study marketing strategy of Apple and Redmi.

- To analyze customer satisfaction of Apple and Redmi

- To understand the perception of consumers towards Apple and Redmi

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SCOPE OF THE STUDY

This study uncovers the customers' preference regarding the two leading brands of the Smartphones industry. A special emphasis has been laid on Apple and Redmi. The project begins with the detailed of information about both the brands considered under the study. Further, it covers topics as data collection tools used and research methodology used for the project. Then it gives a complete analysis of the data collected and it is then used to reach to a conclusion. The study is useful for both the companies as they can use the recommendations generated for the betterment of their advertisement and promotional strategy and will help them in analyzing their strengths and weaknesses. This study will also benefit the perspective customers as the study will provide them with the relevant comparison of the two leading brands and will help them in choosing the best one.

SIGNIFICANCE OFTHE STUDY

SIGNIFICANCE OF THE STUDY

- This research study would help the Apple or Redmi to improve the service.

- The study analysis the schemes employed by Apple or Redmi to influence the purchase.

- The study would help to the stores in improving the existing level of satisfaction among customers.

LIMITATIONS OF THE STUDY

The limitations of the study are:

- **Time factor:** The research was carried out in a short period. Therefore the sample size and theparameters were select
- **Bias:** The information given by the respondents might be biased some of them might not beinterested to give correct information.
- **Lack of knowledge:** Some of the respondents could not answer the questions due to lack ofknowledge.

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HYPOTHESIS

HYPOTHESIS

- Alternative Hypothesis (H$_0$):- Marketing strategy are positively associated with customer satisfaction.

- Null Hypothesis (H$_0$) :- There is no association of Marketing strategy with customer satisfaction.

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Major players in telecommunication with Apple and Redmi and their market share

Xiaomi

The Redmi Note 9 Series / Note 10 Series are killer phones for Xiaomi, and even the affordable Xiaomi Redmi 9/9 prime and 9A/ 8/8A (sold more than 5 million units) is a growth driver In the recent Quarter, there is Redmi Note 10 PRO, Redmi Note 10, and the Redmi 10 Pro Max, Mi 10i, Redmi 9 Prime j and Redmi 9 Power are fueli for the brand in

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India. Also, Mi 10T and POCO X3, M3, C3, Poco M3 Pro, X3 Pro are top-selling mobiles from the company.

Samsung

Samsung has models like the M31, MS1, M21, M32, M11, M02s, Galaxy AS1, A32, A52, A72, which are selling well in the entry and mid-range segment. While the Note 20, and the latest S21 Senes, and the S20 series are top sellers in the higher segment.

Vivo

Vivo also is playing strong in the mid-range market with several models such as the V19, V20 Pro 5G, V21e, V21, V19, and the Y series.

Oppo

Though the report says that Oppo has an 11% market share and lags behind Vivo, but if we include Realme then it is even ahead of Samsung The top sellers are F17 Pro, F17, Oppo Reno 5. Reno 5 Pro, Reno 6 Series, F19, F19 Pro, A52 A31, A74, A53) A33.

Realme

Realmi is succeeding in India and now has an equivalent share to Oppo. The top sellers are Realme 7/8, and Pro, Realmi C3, C21 Narzo 50 Narzo 50A, 30 Pro aC15,Realme C11.

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Nokia

The company seems to be lost in the Indian market. Most phones are too expensive and lack any differentiation in comparison to their rivals. Also, they are not aggressive in marketing or retai .push to win the market share. Some of the top models are Nokia G20, Nokia 5.3, 3422,C3.

Asus

The brand has not been aggressive in the market and doesn't have any budget offering but is only pushing the Rog Phone & and the new ROG Phone 55 Pro that the brand has launched in july 2021 However, currently, they are not refreshing the mid-range models, which can impactsales.
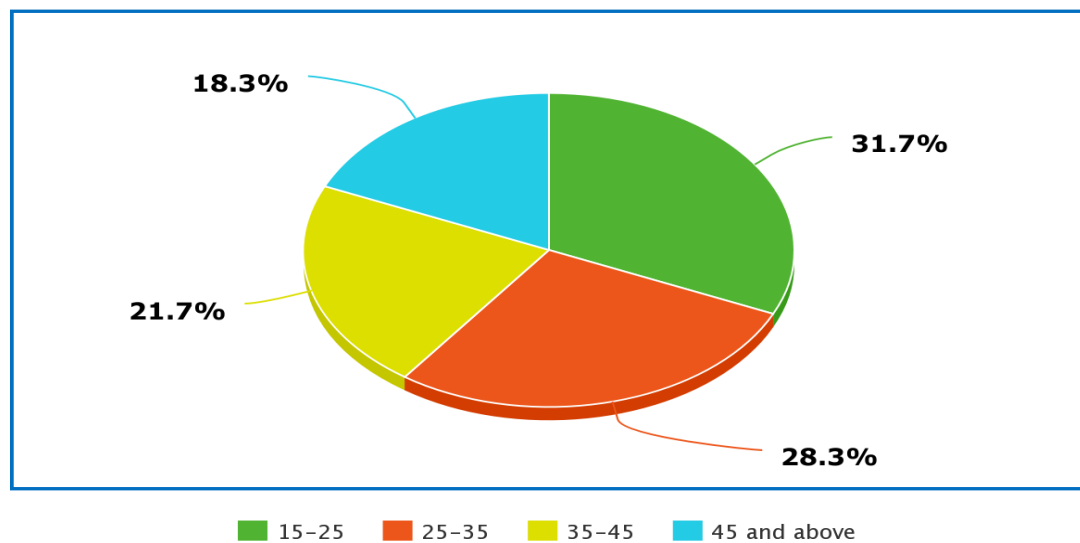
OnePlus

OnePlus has about a 3% share in the overall Indian.

CHAPTER- 5
DATA ANALYSIS
AND

INTERPRETATION

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Q1. Please mention your age group?

15-25	31.7% (19 Respondent)
25-35	28.3% (17 Respondent)
35-45	21.7% (13 Respondent)
45 and above	18.3% (11 Respondent)
Total	**100% (60 Respondent)**

Age group
Survey

15–25   25–35   35–45   45 and above

meta–chart.com

INFERENCE

Age group main focus of the company should be on this age group.

Q2. What are the things that you look while purchasing a smartphone?

|	
▪ More power	12.1% (7 Respondent)
▪ Looks	21.2% (13 Respondent)
▪ Low maintenance cost	5.1% (3 Respondent)
▪ Reliability (less chances of breakdown)	40.4% (24 Respondent)
▪ Low price	21.2% (13 Respondent)
Total	**100% (60 Respondent)**

Survey
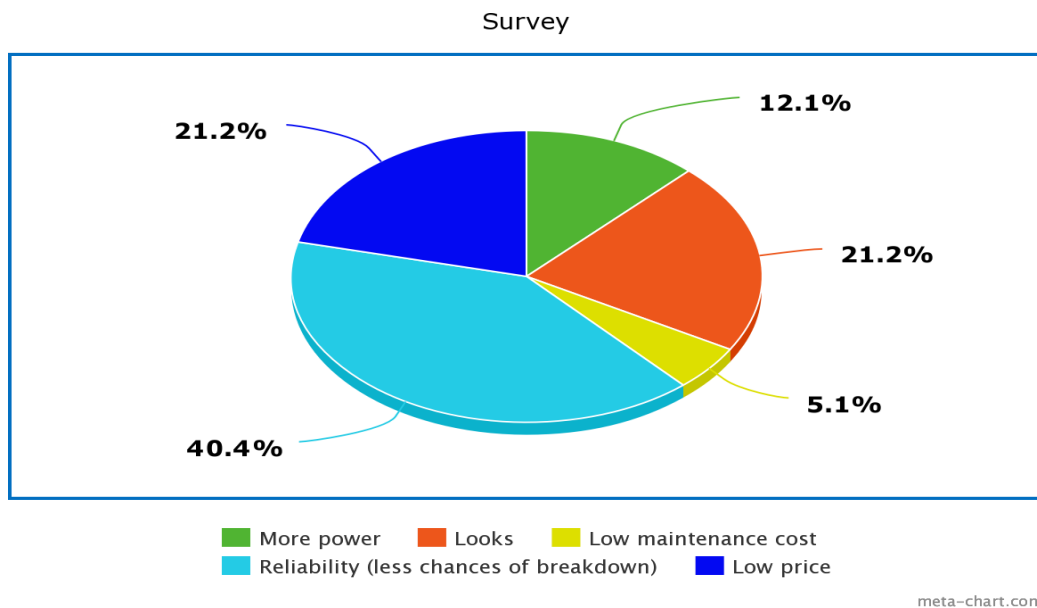
INFERENCE

Still users prefer to purchase those smartphone which are good in reliability instead smartphone has.

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Q3. How did you get to know about Apple and Redmi?

	Apple	Redmi
Family Information	15% (9 Respondent)	30% (18 Respondent)
Friend's Recommendation	25% (15 Respondent)	25% (15 Respondent)
Dealer's Recommendation	15% (9 Respondent)	10% (6 Respondent)
Advertisement	45% (27 Respondent)	35% (21 Respondent)
Total	**100% (60 Respondent)**	**100% (60 Respondent)**

Apple
Survey

Samsung
Survey

- Family Information
- Friend's recommendation
- dealer's recomme
- Advertisement

- Family Information
- Friend's recommendation
- dealer's recomme
- Advertisement
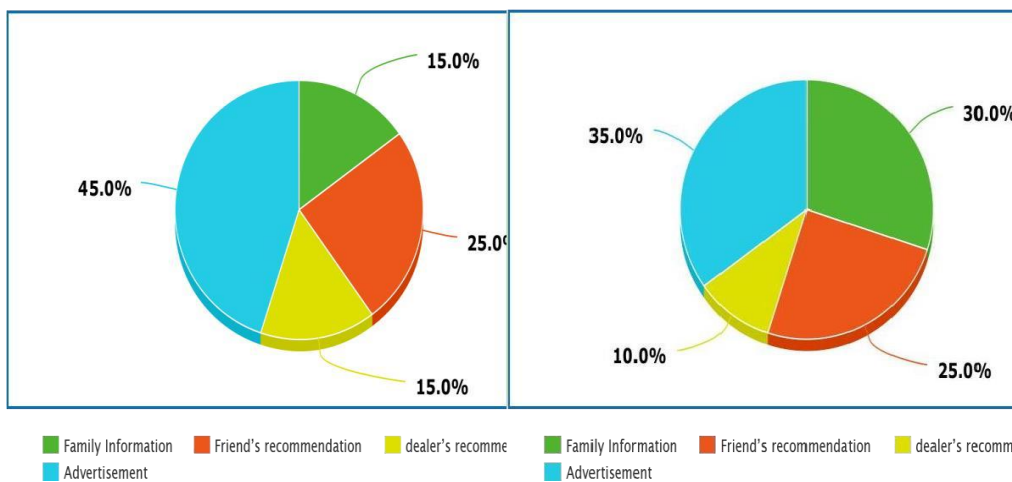
INFERENCE

Respondents get knowledge about the Redmi through Advertisement, after that Friends

recommendations. Respondents get knowledge about the Apple through Advertisement, afterthat

family Recommendations.

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Q4. Which smartphone is more easy to use?

Apple   45% (27 Respondent)

Redmi   55% (33 Respondent)

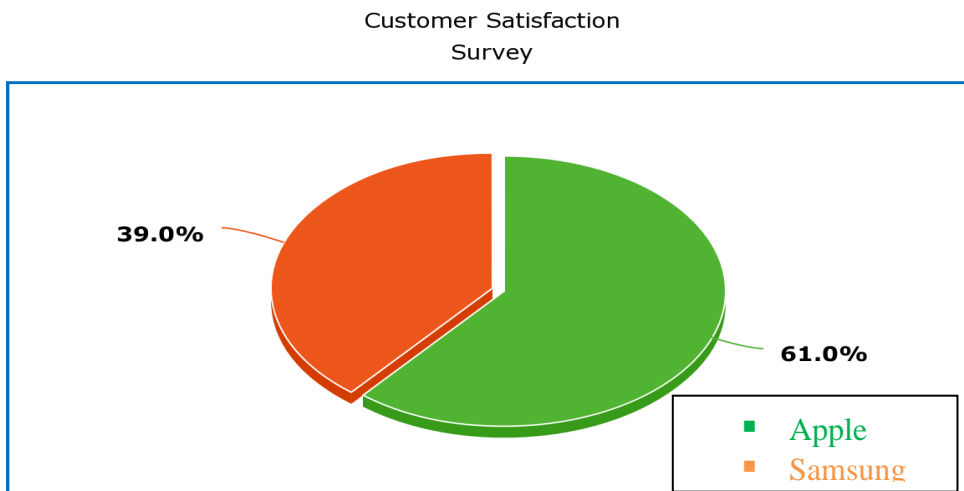<u>Total=100% (60 Respondent)</u>

Easy to use
Survey
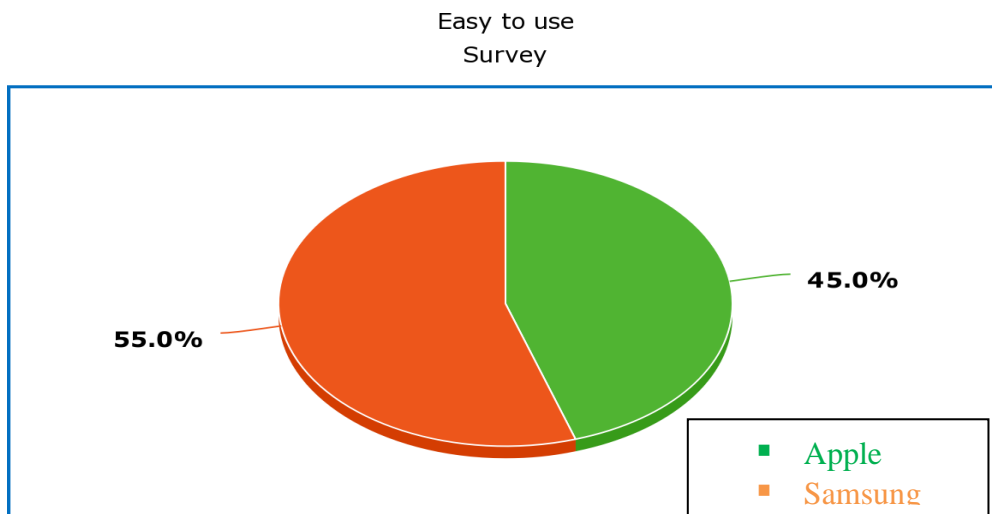
INFERENCE

In this race Redmi is in a position to capture the whole market but they should also knowthat

apple is not far away from Redmi.

Q5. Which smartphone has more customer satisfaction level?

Apple   61% (37 Respondent)

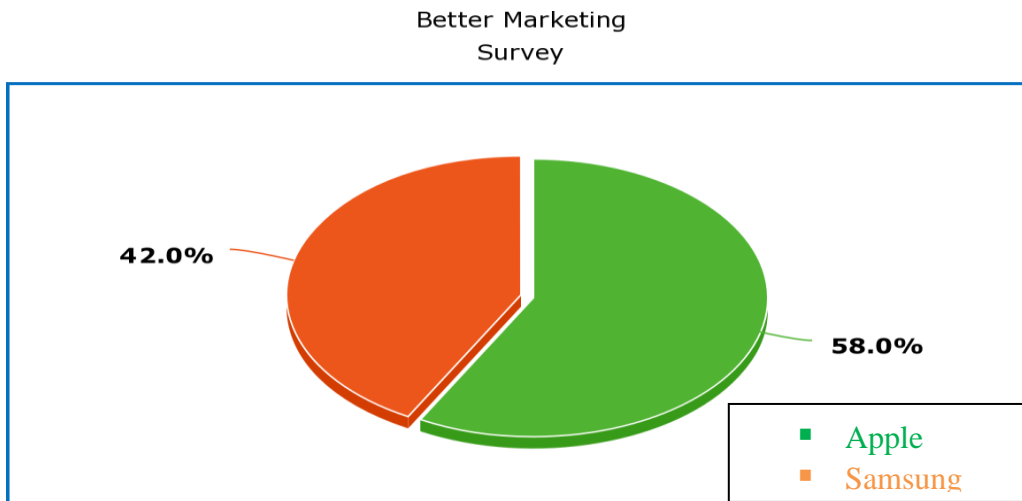Redmi   39% (23 Respondent)

Total=100% (60 Respondent)

Customer Satisfaction Survey

INFERENCE

Apple gives more customer satisfaction level of needs than Redmi gives.

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Q6. Which smartphone company is better in terms of marketing?

Apple   58% (35 Respondent)

Redmi   42% (25 Respondent)

Total=100% (60 Respondent)

Better Marketing
Survey

INFERENCE

Apple gives more marketing competition than Redmi as Apple is more creative in terms ofclever advertisements than Redmi.
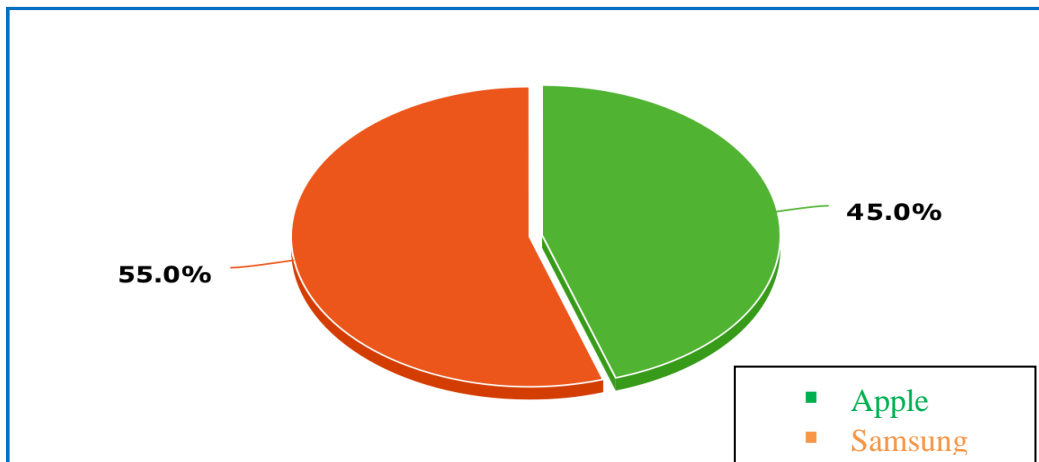
Q7. Which smartphone company give better software customizationfeatures?

Apple   45% (27Respondent)

Redmi   55% (33Respondent)

Total=100% (60 Respondent)

Software Customization Features
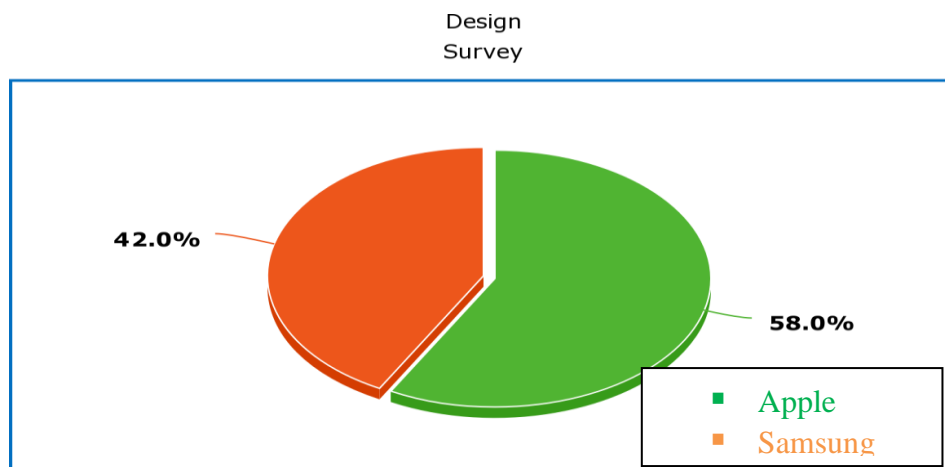Survey

55.0%   45.0%

- Apple
- Samsung

INFERENCE

Redmi gives more attention towards software customization functions than Apple. AsRedmi

gives more software satisfaction levels than Apple gives.

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Q8. Which company is better in terms of overall design architecture?

Apple   58% (34.8Respondent)

Redmi   42% (25.2Respondent)

Total=100% (60 Respondent)
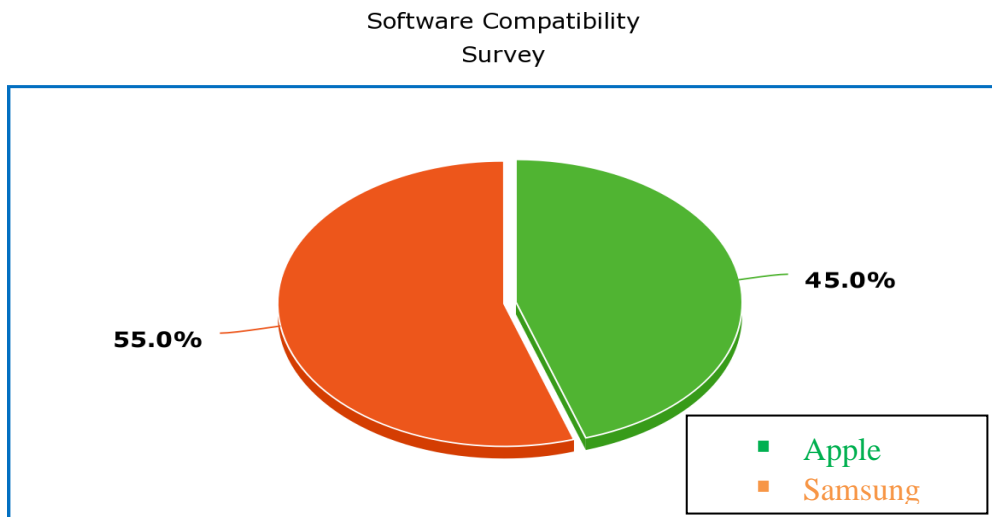
Design
Survey

INFERENCE

Apple gives better design architecture than Redmi. As Apple gives more attention
towards design aspect than Redmi.

Q9 Which company is better in terms of better software compatibility?

Apple   45% (27Respondent)

Redmi   55% (33Respondent)

Total=100% (60 Respondent)
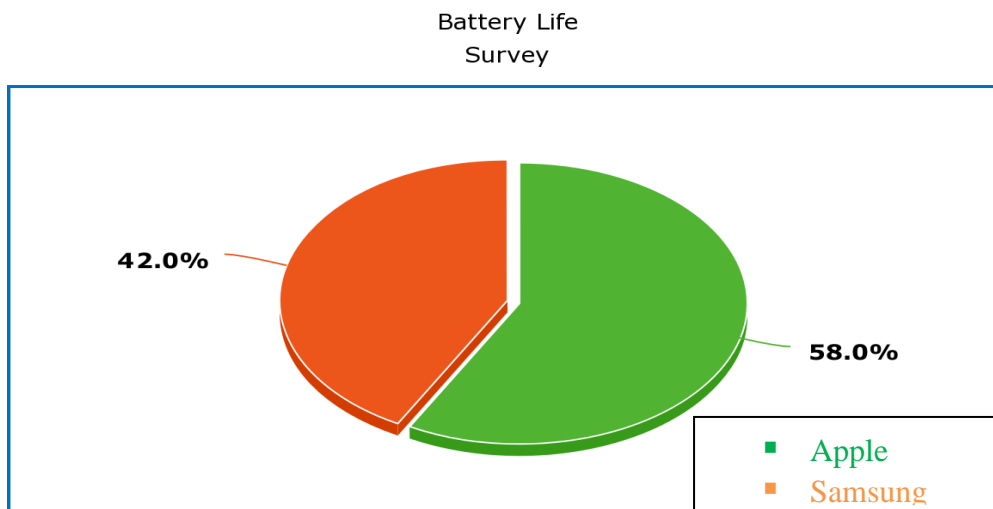
Software Compatibility
Survey

INFERENCE

In this race software compatibility Redmi is in a position to capture the whole market butthey

should also know that Apple is not far away from Redmi

Q10. Which company provides better battery life?

Apple   58% (35 Respondent)

Redmi   42% (25 Respondent)

Total=100% (60 Respondent)

Battery Life
Survey

INFERENCE

Apple has better battery life than Redmi. As Apple gives more attention performance than

Redmi.

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CHAPTER-7

FINDINGS

- Redmi is the company which basically knows the mind-set of maximum citizen & theyknow which product is helpful for Increasing sales.

- It's water tight pack department competition between two Giant Companies Apple &Redmi

- It shows that there is very high competition between two giant organizations named APPLE &REDMI

- In this race Samsung is in a position to capture the whole market but they should also knowthat Apple is not far away from Redmi

- Still Users prefer to purchase those cells which are good in looks instead of features that cellhas.

- In this race Redmi is in a position to capture the whole market but they should also knowthat Apple is not far away from Redmi

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CHAPTER-8
RECOMMENDATIONS

RECOMMENDATIONS

- Apple has good brand as compare to Redmi image in the field of MP3/PVP. But Apple is not popular in Laptops and Pcs. Company should also promote these products and utilize its brand image.

- Apple is not advertising much for its product frequently in television channel etc. Advertising should be made frequent to let the people remembered the name of Apple.

- The company should come with new features and exciting offers with affordable price range so that all people can afford it.

- Company should maintain good relationship with its big customers such as institution,corporate, school, colleges and should also have good relation with the end users.

- Company can send cards and invitation to the customer from time to time or on certainoccasion.

- Hoarding of company product should be kept at prime location where maximum people can see it.

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- Until and unless after sale service of the company is not good, it is not possible for the company to increase the sale.

- Apple though has very efficient and effective after sale service but there are area of improvement.

CHAPTER-9

CONCLUSION

REDMI:To compete with Apple, Redmi should focus on increase its value proposition in the smart phone market. Redmi could develop new products having stylish and modern design in order to attract buyers who expect stylish, trendy and fashionable smart phones On the other hand. Redmi should keep on producing the existing models of smart phones whichare relatively less costly to tap the middle class and lower upper class of population. A strong focus on R&D and taking advantage of being the first mover in launching. As a result, the market share of Redmi would increase and has more strength in the competition with Apple.

APPLE: From the result of the statistic tests, many Apple's user are trendy and some of them are short-term user. In order to keep these customers. Apple should always produce new products to avoid losing them.

Beside the result reveal that there is a relationship between age group of the interviewer and the reasonable price they think. The lower age group of the reasonable price of a smart phone they think Apple could attract young buyer by lowering its price for instance. Apple can produce new smart phones with lower cost and hence to lower the price. As a result Apple could increase its market share, even attract the users of different brands of smart phone.

Apple's product line has grown rapidly in the past few years. What we found to be the most interesting about Apple is how they are very innovative and early adapters. Redmi stands on the pillars of innovation and excellent customers services. Redmi and Apple have a good market share but they have change their strategies for more coverage of market share.

CHAPTER-10

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CHAPTER-11
APPENDICES

Questionnaire on Redmi & Apple Smartphones

Name:

Address:

Gender:

Q1. Please mention your age group?

15-25   25-35

35-45   45 and above

Q2. What are the things that you look while purchasing smartphone?

More power saver   Looks

Low maintenance cost   Low price

Q3. Which smartphone is more easy to use?

Apple   Redmi

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Q4. How did you get to know about Samsung and Apple?

Topic	Redmi	Apple
Family Information		
Friend's Recommendation		
Dealer's Recommendation		
Advertisement		

Q5. Which smartphone has more satisfaction level?

Apple   Redmi

Q6. Which smartphone company is better in terms of marketing?

Apple   Redmi

Q7. Which company is better in terms of overall design architecture?

Apple   Redmi

Q8Which company is better in terms of better software compatibility?

Apple   Redmi

Q9. Which company provides better battery life?

Apple   Redmi