

A
PROJECT REPORT
ON

“A COMPARATIVE STUDY OF MARKETING STRATEGY OF
APPLE AND REDMI SMARTPHONE ”

Submitted to

G.S COLLEGE OF COMMERCE AND ECONOMICS
(AUTONOMOUS), NAGPUR

Affiliated to

RASHTRASANT TUKDOJI MAHARAJ UNIVERSITY, NAGPUR

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

IMRAN ANIS KHAN

Under the Guidance of

Dr. KAMLESH THOTE

G.S College of Commerce and Economics (Autonomous),
Nagpur

Academic year 2023-24



G.S College of Commerce and Economics (Autonomous),
Nagpur

Academic year 2023-24



CERTIFICATE

This is to certify that “Imran Anis Khan ” has submitted the project report titled “**A Comparative study of Marketing Strategy of Apple and Redmi Smartphone** ’, towards partial fulfilment 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 she has ingeniously completed her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. KAMLESH THOTE

(Project Guide)

DR. AFSAR SHEIKH

(Co-Ordinator)

Place: Nagpur

Date:

G.S College of Commerce and Economics
(Autonomous), Nagpur
Academic year 2023-24



DECLARATION

I here-by declare that the project with title “**A Compative Study of Marketing Strategy of Apple and Redmi Smartphone**”, has been completed by me in partial fulfilment 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 by me.

Place: Nagpur

IMRAN ANIS KHAN

Date:

G.S College of Commerce and Economics

(Autonomous), Nagpur

Academic year 2023-24



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I would like to thank all those who helped me in making this project report complete and successful.

Place: Nagpur

IMRAN ANIS KHAN

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 reflect 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't want to get the impression that they are just being used by you for money. Small interactions like "Thank You" and a nice smile can go a long way toward customer satisfaction.

Make sure your employees operate with the same principles.

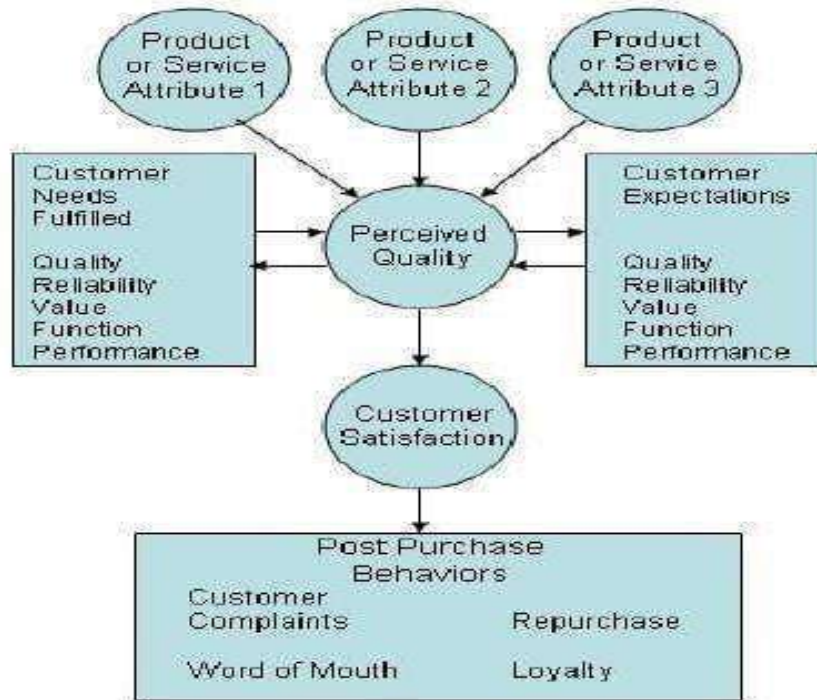
A big part of customer satisfaction is reliability. If customers come to expect a certain mode of behavior from you and your employees, you should deliver it to each and every time. Customers want to be able to rely on you. They expect consistent delivery times (if applicable) and support. By training 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 of a good customer satisfaction strategy. It doesn't matter whether or not the customer misread 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 your business.

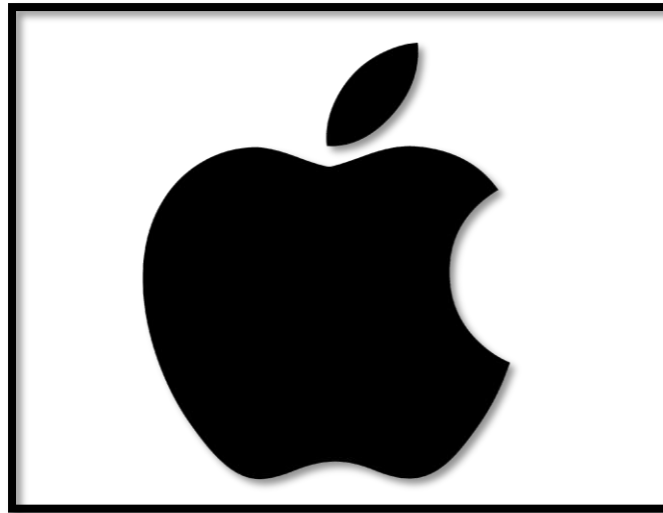


Satisfaction Measurement:

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.

CHAPTER-2 COMPANY PROFILE

APPLE INC



Apple Inc is an American multinational corporation that designs and sells consumer electronics, computer software, and personal computers. The company's best known hardware 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 workings of 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, and Ronald 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 a portion of the memory chips used in the iPhone 6 (though Apple has cut back on its reliance on Samsung).
- In June 2014 a seven for one stock split took the trading price of Apple from approximately Rs.645 to Rs.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—you have a better chance of getting into Harvard.

Mac and accessories

- Mac mini, consumer sub-desktop computer introduced in January 2005.
- 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 August 2006.
- Mac Book, consumer notebook introduced in 2006, available in white and aluminum variants.
- Mac Book Air, ultra-thin, ultra-portable notebook, introduced in January 2008.
- Mac Book Pro, professional portable computer alternative to the Mac Book, introduced in January 2006. Xserve, rack mounted, dual core, dual processor 1U server.
- 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.

I-Pod



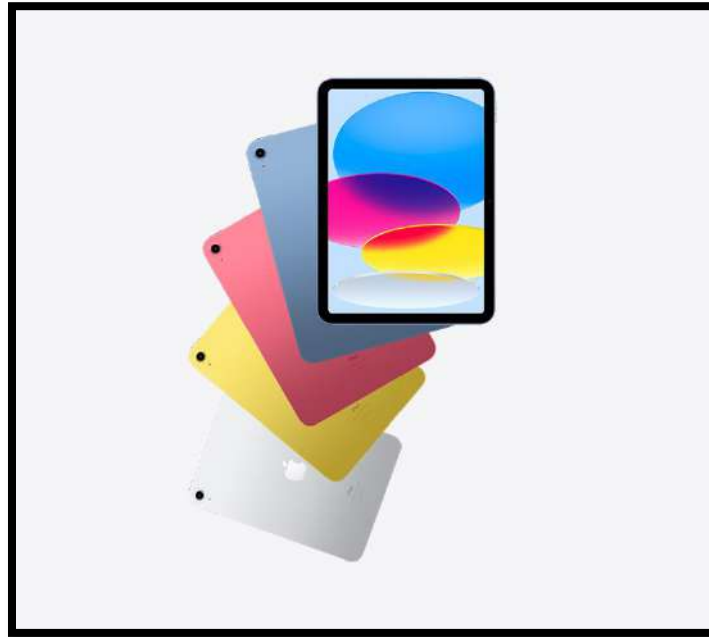
On October 23, 2001, Apple introduced the iPod digital music player. It evolved to include various models targeting the needs of different users. In 2007, the iPod was the market leader in portable music players by a significant margin, with more than 100 million units shipped as of April 9, 2007. In 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 15 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 supports 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-generation 12.9-inch (330 mm), iPad pro released on May 21, 2021.

APPLE TV



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 software update was released, which allowed media to be purchased directly from the Apple TV.

Software



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, iWork is 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 offers a range of professional software titles. Their range of server software included the operating 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.

Redmi group



- Redmi is a subsidiary company owned by the Chinese electronics company Xiaomi. It was first announced in July 2013 as a budget Smartphone line, 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 smart phones 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. Yulong and Lenovo both had a 12% market share during this time. 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. 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.

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.

2021

In Q2 of 2021, the company overtook Apple as the second-largest smartphone brand globally, and it beat Samsung as the largest phone manufacturer in Europe.

2022

The Redmi A1 with stock Android was launched on September 6, 2022.

2023

In 2023, Xiaomi launched Redmi's new lineup, the Redmi Note 12 series, globally on March 23, 2023. The series has three variants: Redmi Note 12, Redmi Note 12 Pro and Redmi Note 12 Pro+. It was the first time that a Redmi smartphone featured a 200MP camera and came with fast 120W charging (on Redmi Note 12 Pro+). All devices came with MIUI 13 based on Android 12, later receiving an update for MUI 14 based on Android 13. Xiaomi later also released another variant to the series, the Redmi Note 12 Turbo, on March 28, which features the Snapdragon 7+ Gen2 processor. In November 2023, it launched the Redmi 13C and Redmi Note 13 series in China.

2024

The Redmi Note 13 series was launched globally on January 4, 2024. There were 3 variants available, just as on the Note 12 series – Redmi Note 13, Redmi Note 13 Pro and Redmi Note 13 Pro+. All three devices came out with MIUI 14 based on Android 13, with an expected upgrade to HyperOS, Xiaomi's UI revamp.

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 US\$103Bn. Employing approx. 113,000 people in over 90 offices 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 to the 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 restart' 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 BULB



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 WiFi 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 XiaomiMi LED Smart Bulb

- 16 million colors, countless possibilities
- Adjustable light brightness according to preference
- Adjustable colour temperature for additional personalization
- 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.

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".

SPECIFICATION

- 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)

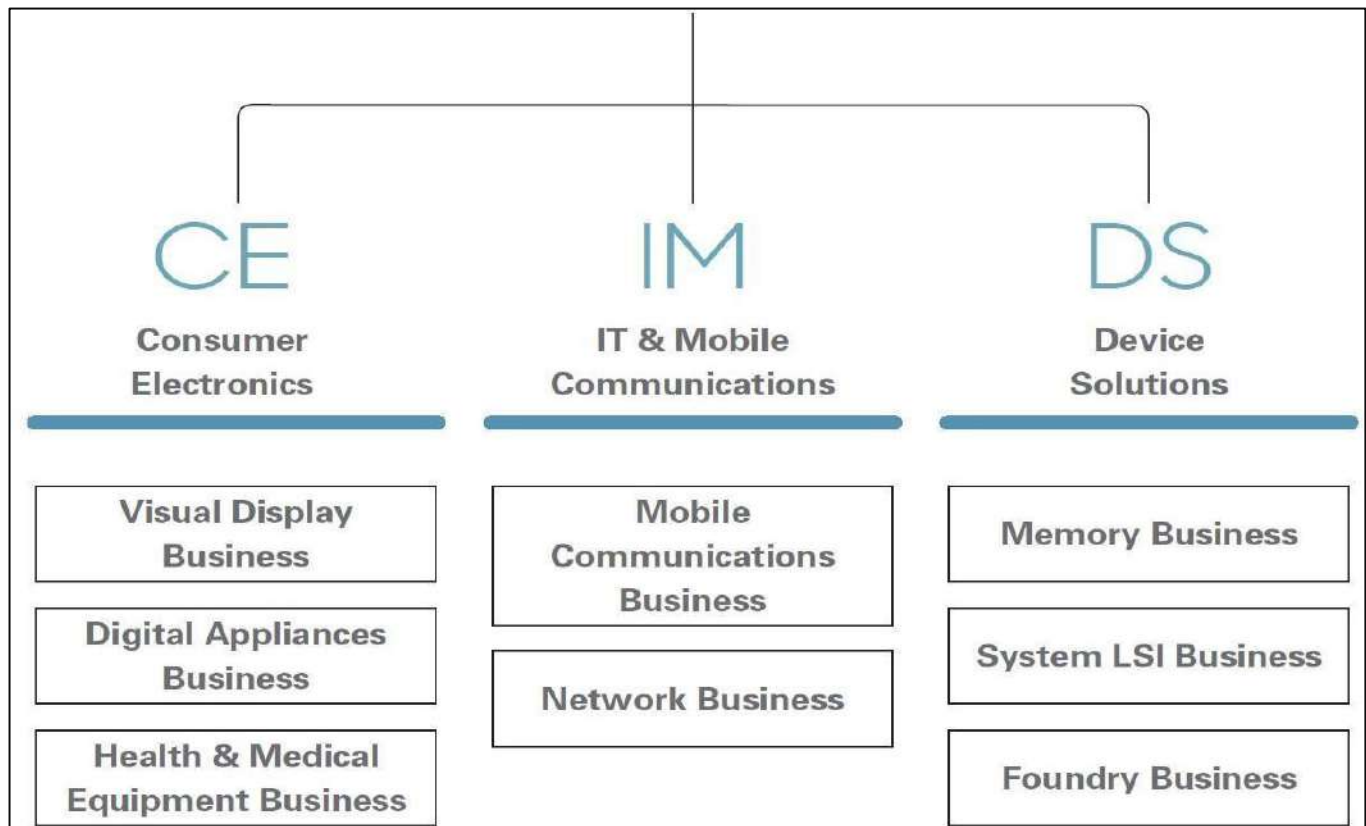
MI TRIMMER



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 in to 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.

ORGANIZATIONAL STRUCTURE OF REDMI



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 fuel for the brand in 41 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 A51, A32, A52, A72, which are selling well in the entry and mid-range segment. While the Note 20, and the latest S21 Sense, 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

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

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 retail 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 impact sales.

One Plus

One Plus has about a 3% share in the overall Indian.

CHAPTER-3
RESEARCH METHODOLOGY

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 practice of 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 studies.

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.

- **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.

OBJECTIVE

- I. To study marketing strategy of Apple and Redmi.
- II. To analyze customer satisfaction of Apple and Redmi
- III. To understand the perception of consumers towards Apple and Redmi.

SCOPE OF THE STUDY

This study uncovers the customers' preference regarding the two leading brands of the Smartphone industry. A special emphasis has been laid on Apple and Redmi. The project begins with the detailed 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 OF THE STUDY

- I. This research study would help the Apple or Redmi to improve the service.
- II. The study analysis the schemes employed by Apple or Redmi to influence the purchase.
- III. The study would help to the stores in improving the existing level of satisfaction among customers.

LIMITATIONS OF THE STUDY

- I. Time factor:
- II. The research was carried out in a short period. Therefore the sample size and the parameters were select.
- III. Bias:
- IV. The information given by the respondents might be biased some of them might not be interested to give correct information.
- V. Lack of knowledge:
- VI. Some of the respondents could not answer the questions due to lack of knowledge.

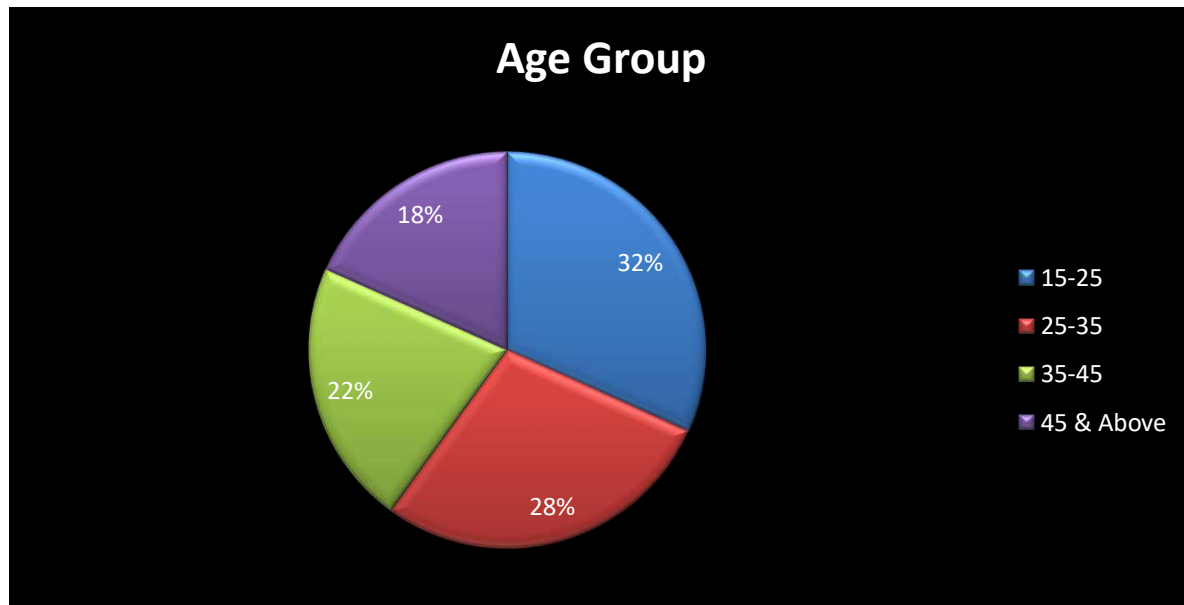
HYPOTHESIS

- I. Alternative Hypothesis (H0):- Marketing strategy are positively associated with customer satisfaction.
- II. Null Hypothesis (H1) :- There is no association of Marketing strategy with customer satisfaction.

CHAPTER- 5
DATA ANALYSIS AND
INTERPRETATION

Q1. Please mention your age group?

Sr.No	Particular	Percentage
1	15-25	31.7%
2	25-35	28.3%
3	35-45	21.7%
4	45 and above	18.3%
Total		100%

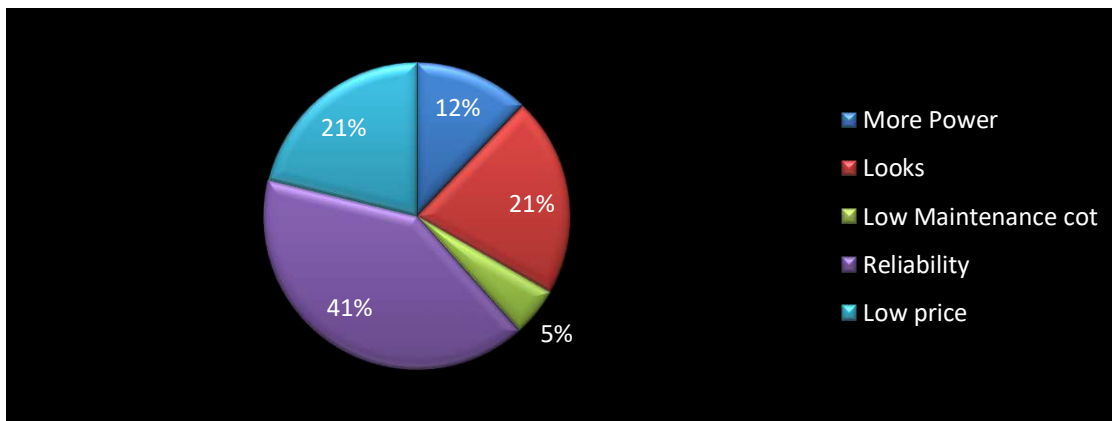


INTERPRETATION-

As per the above table and graph the majority of respondents **32%** fall under age group of (15-25), **28%** are in age group of (25-25), **22%** respondents are in age group of (35-45) and remaining percentage **18%** of responses for age above 45.

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

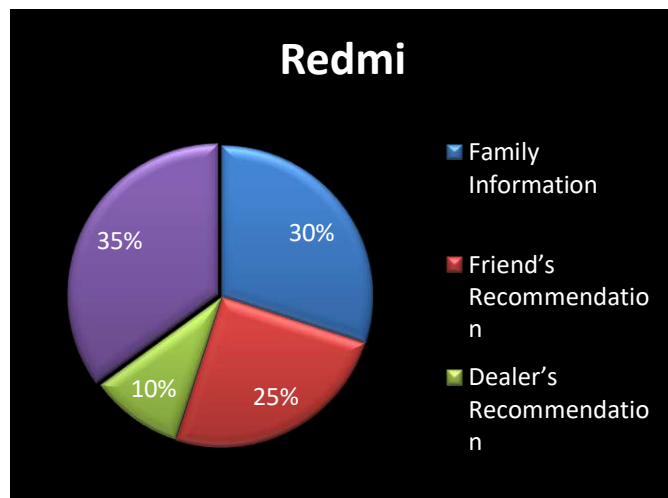
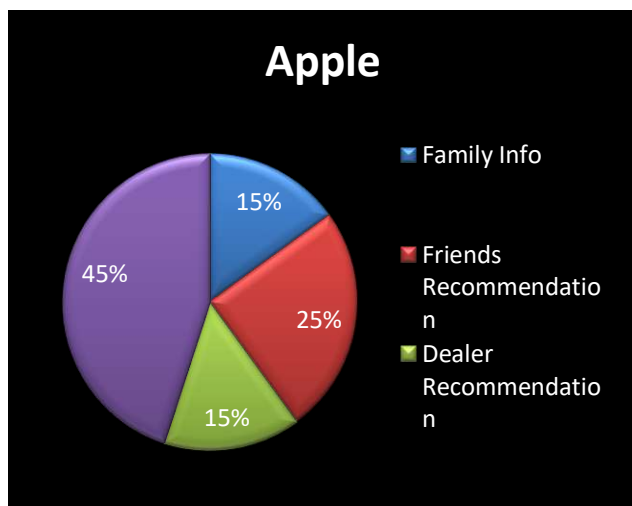
Sr. No	Particular	Percentage
1	More power	12.1%
2	Looks	21.2%
3	Low maintenance cost	5.1%
4	Reliability(less chances of breakdown)	40.4%
5	Low price	21.2%
Total		100%

**INTERPRETATION-**

As per the table and graph shows that which features people look for while purchasing smartphone where More Power (12.1%), Looks (21.2%), Low Maintenance Cost (5.1%), Reliability (40.4%) and Low Price (21.2%). Still users prefer to purchase those smartphone which are good in reliability instead as compared to other elements.

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

Sr. No	Particular	Percentage (Apple)	Percentage (Redmi)
1	Family Information	15%	30%
2	Friend's Recommendation	25%	25%
3	Dealer's Recommendation	15%	10%
4	Advertisement	45%	45%
Total		100%	100%

**INTERPRETATION-**

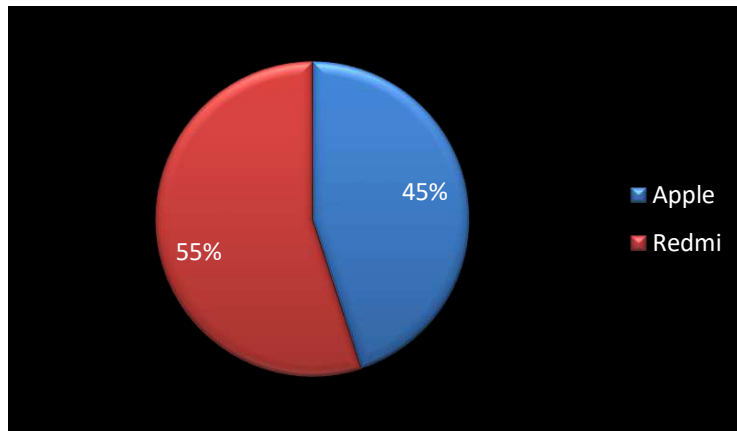
As the table and graph defines that how the customer became about both the brand Apple and Redmi:

Apple – Through family information (**15%**), by Friends recommendation (**25%**), by the dealers recommendation (**15%**) through the advertisement (**45%**).

Redmi - Through family information (**30%**), by Friends recommendation (**25%**), by the dealers recommendation (**10%**) through the advertisement (**45%**).

Q4. Which Smartphone is more easy to use?

Sr.No	Particular	Percentage
1	Apple	45%
2	Redmi	55%
Total		100%

**INTERPRETATION-**

As the table and graphs represents that Apple (45%) and for Redmi (55%) respondents states that which smartphone is easy to use.

Q5. Which Smartphone has more customer satisfaction level?

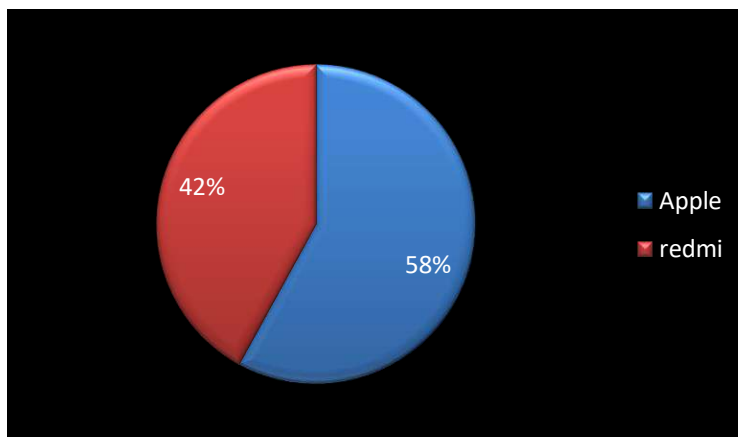
Sr. No	Particular	Percentage
1	Apple	61%
2	Redmi	39%
Total		100%

**INTERPRETATION-**

As the table and graph states that Apple (**61%**) respondents and for Redmi (**39%**) respondents are in favor in regards with which smartphone has more customer satisfaction level.

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

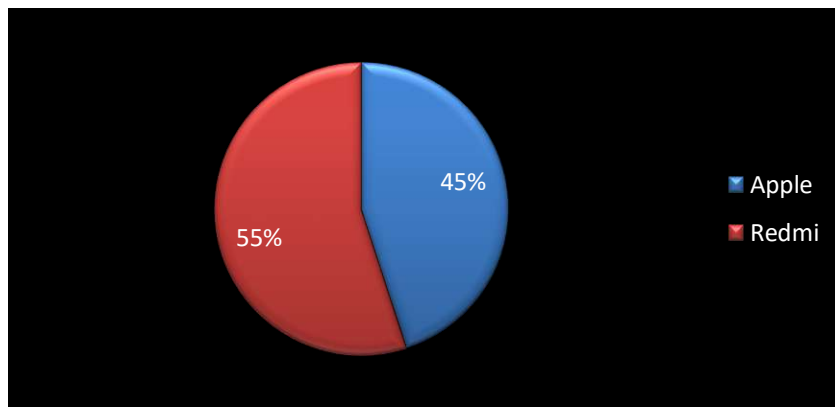
Sr.no	Particulars	Percentage
1	Apple	58%
2	Redmi	42%
Total		100%

**INTERPRETATION-**

The table and graph defines that which smartphone company is better in terms of marketing in which the majority is inclined towards Apple (58%) and in case of Redmi (42%) .

Q7. Which Smartphone company gives better software customization features?

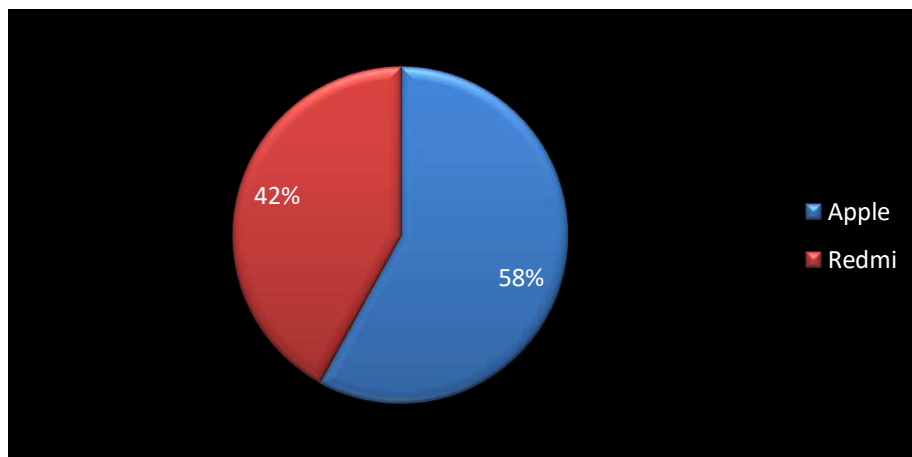
Sr.no	Particulars	Percentage
1	Apple	45%
2	Redmi	55%
Total		100%

**INTERPRETATION-**

As per the table and graph shows about which company gives better software customization features where with Apple (45%) and with Redmi (55%) respondents are in favor.

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

Sr.no	Particulars	Percentage
1	Apple	58%
2	Redmi	42%
Total		100%

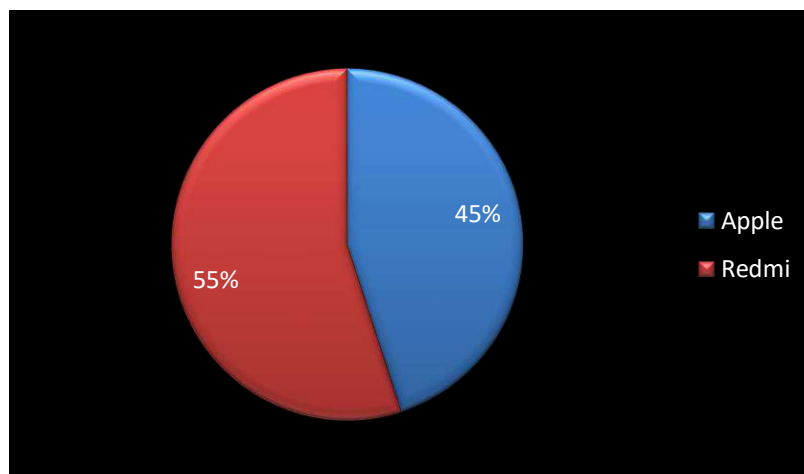


INTERPRETATION-

As the above table and graph states that Apple (**58%**) respondents and for Redmi (**42%**) respondents are in opinion that which company is better in terms of overall design architecture.

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

Sr.no	Particulars	percentage
1	Apple	45%
2	Redmi	55%
Total		100%

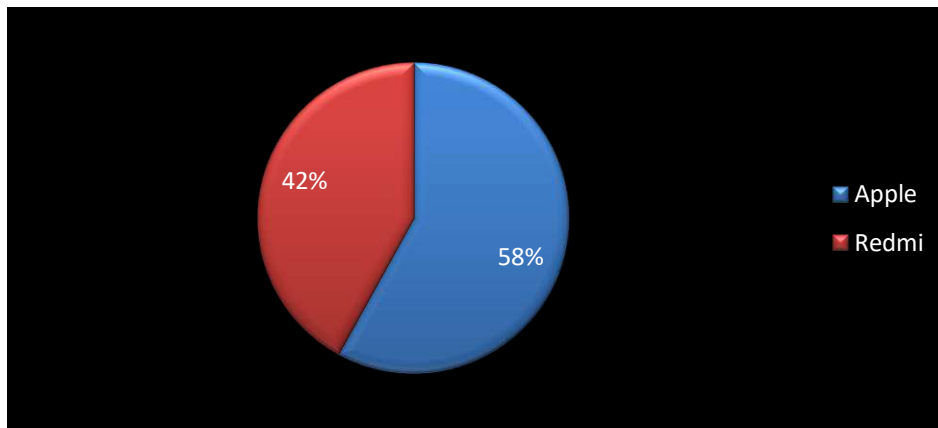


INTERPRETATION-

As per the table and graph expresses that which company provides the better software compatibility where in Apple (45%) and Redmi (55%).

Q10. Which company provides better battery life?

Sr.no	Particulars	Percentage
1	Apple	58%
2	Redmi	42%
Total		100%

**INTERPRETATION-**

As per table and graph shows that Apple (**58%**) respondents says that it provides better battery life whereas for Redmi (**42%**) respondents.

HYPOTHESIS TESTING

Alternative Hypothesis (H1):- Marketing strategy are positively associated with customer satisfaction.

Null Hypothesis (H0) :- There is no association of Marketing strategy with customer satisfaction.

From the above research study that among hypothesis 1 alternate hypothesis H1 that is Marketing strategy are positively associated with customer satisfaction. It is found to be true its accepted whereas null hypothesis H0 is that is There is no association of Marketing strategy with customer satisfaction. is rejected .

CHAPTER-6
FINDINGS &
RECOMMENDATION

FINDINGS

- I. Redmi is the company which basically knows the mind-set of maximum citizen & they know which product is helpful for increasing sales.
- II. It's water tight pack department competition between two Giant Companies Apple & Redmi.
- III. It shows that there is very high competition between two giant organizations named APPLE & REDMI.
- IV. In this race Samsung is in a position to capture the whole market but they should also know that Apple is not far away from Redmi.
- V. Still Users prefer to purchase those cells which are good in looks instead of features that cell has.
- VI. In this race Redmi is in a position to capture the whole market but they should also know that Apple is not far away from Redmi.

RECOMMENDATIONS

- I. 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.
- II. 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.
- III. The company should come with new features and exciting offers with affordable price range so that all people can afford it.
- IV. 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.
- V. Company can send cards and invitation to the customer from time to time or on certain occasion.

CHAPTER-8
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 which are 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 is 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-9
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- The Hitavad

CHAPTER-10
ANEXTURE

ANNEXTURE

Q1. Please mention your age group?

1. 15-25
2. 25-35
3. 35-45
4. 45 and above

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

1. More power saver
2. Looks
3. Low maintenance
4. Cost Low price

Q3. Which smartphone has more customer satisfaction level?

1. Apple

2. Redmi

Q4. Which Smartphone is more easy to use?

3. Apple

4. Redmi

Q5. How did you get to know about Apple and Redmi?

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

Q6. Which Smartphone has more satisfaction level?

1. Apple
2. Redmi

Q7. Which Smartphone company is better in terms of marketing?

1. Apple
2. Redmi

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

1. Apple
2. Redmi

Q9. Which Company is better in terms of better software compatibility?

1. Apple

2. Redmi

Q10. Which company provides better battery life?

1. Apple

2. Redmi