

Reflection

[Business](#), [Marketing](#)



21 October Smartphones Growth of the smartphones can be enhanced by increasing their affordability. Conventionally, smartphones have been quite expensive for an average customer particularly in the developing and the underdeveloped countries. Increased affordability of the smartphones has already yielded very favorable results with respect to its growth in many countries around the world especially Philippines; “ Filipino consumers bought five times as many smartphones in the first five months of 2012 compared to the same period last year. This has brought smartphone sales to almost 1. 7 million units as of May 2012” (“ Smartphone use”). Increasing affordability of the smartphones is the most fundamental factor that has contributed to their growth in Philippines.

MP3 Players

MP3 players have already reached the stage of maturity in their lifecycle. One of the biggest drawbacks of MP3 players has been their short battery life. In order to sustain their sales in the contemporary age when products that contain the function of MP3 players along with many others of their own are omnipresent, MP3 players need to provide the customers with an added benefit that the new devices have yet not managed to. Extending the battery life of the MP3 players is a potential way to increase their life cycle because most of the new products contain a multitude of features but with a compromise over the battery life.

Text Messaging

Text messaging has been in use for all kinds of purposes particularly business since the middle of the first decade of the 21st century. To take the text messaging to the next level, mobile companies need to make the text

messaging experience more convenient for the customers. Traditionally, customers experience inconvenience in text messaging because they have to deal with very short-sized keypads on the mobiles. Text messaging experience of the customers can be enhanced by enlarging the key boards on the mobile devices. If increasing the size of the mobile devices is difficult for some technical reasons, an alternative solution to it can be manufacturing portable USB keyboards to be connected with the mobile devices.

Pressure Cooker

To extend the lifecycle of the pressure cookers, companies need to add useful features to the pressure cookers. Features that the customers would like to see added to the pressure cookers may include but are not limited to the reading of pressure developed inside the pressure cooker varying with time, and the reading of temperature inside the pressure cooker. Pressure and temperature inside the pressure cooker are a key concern in cooking because lack of awareness about these variables during cooking can affect the quality of food. Every raw food needs to be cooked at a certain temperature and pressure that is ideal for it. So adding these meters to the pressure cookers might make them more appealing to the customers.

Duct Tape

The life cycle of duct tapes can be enhanced by increasing their strength and durability. In addition to that, advertising the duct tapes would draw the customers' attention back to it. The advertisements should clearly explain what changes have been made to the duct tapes to increase their strength and durability.

Works Cited:

“ Smartphone use may grow faster than expected – Globe Telecom.” 5 Sep.

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