Example of essay on current business practice (blackberry10)

The mobile phone industry has revolutionized over the years with many firms competing to come up with the most interactive and user friendly phones. The smart phones over the past years have developed operating systems that have tried to meet the ever growing user demands. The BlackBerry limited has taken much time in market research for a new product planning and development. This was crafted in the desire to come up with a new product that would give the BlackBerry Smart phones and tablets a competitive advantage in the market. The research revealed the need for creation of an operation system that would be tailor-made to be used at the office and in personal space. BlackBerry 10 the newest operating system in the market is the answer to all the customer queries and needs. The Operating System prioritizes messaging, communication contextualization and entertainment through its sophisticated features and applications it supports (Mackenzie, 14).

The Blackberry 10 is the newest mobile operating system that has been developed by the Blackberry limited for its line of tablet and Smartphone devices. The operating system has unique features such as a unique flow interface that is known as BB10 interface Flow that has the ability to run eight active frames. The interface provides for an intelligent keyboard and a proper camera application that allows a user to adjust images through time scale that is vital for optimizing quality of the images. The other features for this operating system are: gestures, multitasking, BlackBerry Hub, BlackBerry Balance, Time Shift camera, BBM video/screen share, voice control and BlackBerry Link. The gestures such as swiping are mainly embedded within the BlackBerry 10 operating system and allow ease in

navigation for a user. The multitasking is also similar to the BlackBerry Tablet OS where users can switch through running applications by merely tapping on any of the applications. The BlackBerry Hub on the other hand acts as a social and email integration point that allows a user to get notifications. The BlackBerry balance as a feature enables a user to use a handheld device for office and personal needs. The camera (Time-shift camera) enables a user to enjoy multiple frames of images. The BBM video share acts as a messaging application that can allow video chats. The voice control allows a user to provide instructions to a device using natural speech. The BlackBerry Link lastly allows a user to sync and share files with a computer (Mackenzie, 14).

According to Huff Post, the new BlackBerry 10 OS is ' superb and brilliant for anyone that loves the ultimate feel of a smart phone" . The Operating System's flexible user interface is really user-friendly. The Forbes magazine on the other hand hails the software for the BlackBerry Hub as a" polished solution for managing the messages influx that we have coming at us" David Pogue of the New York Times highlighted that the software was " easy to master, elegant in design. It offers features that are uniquely tailored for the corporate world that raised BlackBerry aloft in its glory days".

The BlackBerry 10 OS is an improvement of the past products by BlackBerry Limited. The creation of this software by BlackBerry as a new product aims at market penetration that will enhance its market share. The Product Development by the BlackBerry limited aims at replacing the existing Operating Systems for smart phones and handheld devices in the market. The firm has established new avenues for market development such as the

social media to enhance the number of new customers for the product. The diversification of this BlackBerry 10 will be instrumental in appealing the broader global smart phone users.

The Idea screening for this product has been aided by the consumer/market research that informed BlackBerry Limited before investing in this venture. The Idea screening looks into three types of risks that is strategic (risk of not matching to purpose), market (risk that a product won't meet the market needs) and internal (risk that product won't meet the timelines and budget). The project planning and product development were informed by the statistical data and market evaluation of previous BlackBerry Limited products (Annach, 24). The project planning, stipulated steps to create the BlackBerry 10 product for the massive market which in turn led to product development that finalized the product into a finished good. The Test marketing and commercialization were the last steps in the introduction of the product into the formal market. The Test marketing was essential in assessing the reception and feedback of a sample of the eager greater market (Kotler, 23). The feedback was the ultimate catalyst of the final step of commercializing the BlackBerry 10.

The product, BlackBerry 10 OS, in my opinion appeals to the Business type of users. This means that numerous advertisements that tilt to the informal and casual users should be mounted. This will be key in diversifying the traditional market for the BlackBerry limited that is normally official and less youthful. The BlackBerry Limited too should ensure that the BlackBerry 10 OS has customizability qualities compared to other mobile phone Operating

systems. The applications too should be increased in number so as to boost its overall appeal in the market.

Works Cited

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Kotler, Philip, and Kevin L. Keller. Marketing management. Harlow: Pearson Education, 2012. Print.

Mackenzie, Micheal J. " The BlackBerry 10." The TechWorld 13. 5 (2013): 12. Web. Jan. 2013.