

Example of business plan on iphone 5s vs. samsung galaxy iv

[Business](#), [Company](#)



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Abstract

Gone are the days when a Smartphone was considered a thing for the elite. Today, the ownership of a Smartphone is almost becoming a norm, with everybody bracing the craze for the Smartphone. Apparently, the Apple Inc. products are sparking a serious showdown with what Samsung is innovating. The two giants in the industry are battling it out in an endeavor to come up with groundbreaking technology in the world of telecommunications. When Samsung Galaxy SIII hit the market, the potential consumers watched with awe as the organization launched what they considered indisputable quality. It would take long before Apple killed that with the iPhone 5S, one of the most magnificent pieces of technology of all time. The giant ruled the world of Smartphone, until came Samsung galaxy SIV. This marked the beginning

of yet another Samsung-Apple tag of war, with some people believing Samsung had crushed apple Inc., and others holding ideas on the contrary. To this day, the debate goes on, with each side having equally valid arguments. This report endeavors to give the most critical points on why apple Inc.'s iPhone 5s is the ideal Smartphone.

Introduction

With the slim aluminum body and wide screen, the iPhone 5S cannot be compared to the Samsung galaxy SIV apparently, the Samsung galaxy SIV has some stronger features as well but with such technologies as the IGZO and the more brightly colored iphone5, the consumers say that the newer version of the iPhone 5S is the phone to beat. Among the most striking features about the iPhone 5s is the wide screen and strong camera resolutions for both the rear and the front sides. With 12 MP rear camera, the iPhone 5S is the clear definition of picture clarity. Among other strong points for the iPhone 5S is the reality that it has a battery life longer than any other Smartphone. Worth mentioning also is the point that iPhone 5S is a one of a kind technology considering that it supports live video calls considering its strong and powerful front camera (Lance 1). This is not a feature so strong in many smart phones. Other selling points include the size, in terms of width and length. These points are carefully discussed to explain why the iPhone 5S is the Smartphone to beat.

Need for speed

Apparently, this is one of the most important features defining a good phone in the postmodern world. Arguably, the average user or owner of a

Smartphone can handle a number of tasks through their cell phone.

Considering that, most of the tasks carried out through the mobile phone are meant to facilitate office duties and business communications, speed, and efficiency are of exceptional essence. This is primarily because multitasking is inevitable when one is using a Smartphone. The iPhone 5S offers an amazing experience on speed (Mario 1). With a 2GB RAM, the user can handle quite a number of tasks without having to get mad at hanging application. Although Samsung Galaxy SIV offers similar experience, iPhone 5S beats it because it can handle many heavier applications at a go. As such, the buyer in dire need of speed should go for the iPhone 5S.

Longer battery life

In the contemporary world, travelling is part of daily life. considering that one has so many reasons to stay on the move: work, leisure, you name it, it is particularly important that they have a phone with a longer battery life if at all they must stay in touch with the rest of the world while on the move. The battery life of iPhone 5S is estimated to be one and a half times that of the Samsung galaxy SIV (NDTV 1). With such a long battery life, it is estimated that the average user of the iPhone 5S is not interrupted or forced to be in “the darkness” due to travelling. The battery life varies depending on the exact use that the user is subjecting the phone to. Talking only can last the iPhone 5S up to a minimum of 8 hours. While on 3G Internet iPhone 5S can go for 8 hours. Conversely browsing on 4G LTE, the Smartphone can go for 8 hours. Nonstop watching of videos, both MP3 and MP4 can last up to ten

hours running. On the contrary, using audio media can keep the phone on for at least forty hours.

Reception and voice clarity

It is a matter of common knowledge that without proper voice clarity, the phone is not in a position to serve its fundamental functions – to receive and send messages on voice calls. As such, Apple Inc. was quite keen on designing the reception and clarity of the iPhone 5S. The Smartphone has exceptional voice clarity on both the in-built speaker and the external speakers. The use of earphones is as well efficiently considered in the makeup of the iPhone 5S. The Samsung Galaxy SIV is equally clear when it comes to voice clarity and Music. Even so, the HD sound quality of the iPhone 5S is outstanding.

Business oriented lifestyle

Apparently, business entails so much travelling. In such travelling endeavors, the business people go to an extent of venturing into places they have never been to. While moving in such new places, it requires that one have a way to maneuver the foreign places. With the security situations of many places deteriorating, it is only reasonable and convenient that a person have their own way of guiding themselves around. The iPhone 5S has an application that helps the user easily navigate new places (Lance 1). The maps application with a turn-by-turn detection capacity enables the user to spot exact places and marked points using the postmodern Global Positioning System (GPS) feature. With such applications, the Smartphone becomes more than a handset.

Size and aesthetics

Talking of the size, the iPhone 5S is both small and big. This sounds like the most interesting aspect of its software. Apparently, the handset is small enough for convenient portability, yet big enough for adequate screen space display. It may be important to mention that the estimated 4-inch screen gives the user an awesome experience. While the iPhone 5S is both big and small, the Samsung Galaxy SIV is big and big. What this means is that the galaxy SIV is big enough to display a clear and desirable picture quality (NDTV 1). Unfortunately, the big size limits its ease in handling as it is not as portable as the smaller iPhone 5S. Essentially, the outlook of the iPhone is one to behold considering that it is made from aluminum as opposed to the plastic made Samsung galaxy SIV cover. Consumer research reveals that people perceive the aluminum material as being a symbol of exceptional quality and class. Essentially therefore the brightly colored body of the iPhone 5S.

Operating system

The unique A6 operating system used by the iPhone 5S gives the users a wonderful experience, different from the android Samsung Galaxy SIV. The A6 operating system, the latest production by the Apple Inc is a wonderful platform for installation and accommodation of more applications. This explains why the iPhone 5S is faster than the Samsung Galaxy SIV. Worth mentioning as well is the actuality that Apple handsets are associated with elegance and appeal to all classes of customers – young and old alike.

Conclusion and recommendation

In conclusion, it is quite apparent that the iPhone five is the phone to beat now. While it close competitor the Samsung galaxy SIV is quite a fair deal as well, it has yet to match up to the standards of the A6 system associated with Apple Inc.'s iPhone 5S. Among the primary features that make the iPhone 5S a preferable option are such things as the maps and direction identification features, the aluminum outlook enhances the aesthetic value of the cell phone. The size, small enough for portability and big enough for magnificence makes the cell phone an all-round option. Worth mentioning as well is the actuality that the iPhone 5S has a higher camera resolution on both the rear and front aspects of it. The weight of the cell phone, which is approximately 112 g, is much light compared to the 126 gram Samsung galaxy SIV. Summarily the iPhone 5S is a better deal compared to Samsung SI. Anyone intending to purchase an iPhone should consider the iPhone 5S.

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