

# Academic skill

[Business](#)



Review of two items from research method and methodology proposal This essay is an analytical review of two of the items from literature research for RMS. It considers the trustworthiness and usefulness of my sources in relation to my research proposal. My research is centered on an exploration of Apple's dominance of the smartphone industry in the UK.

Research is regulated to get at the truth of a subject. However, the trustworthiness is often very difficult to find. As a researcher, you will find every question had some different answers. Each event, according to witnesses accounts are described differently, in part, because the event is clouded by opinions and viewpoints. Sources, such as Google sources, are not that reliable, because anybody can publicly do things on the internet. However, books are generally considered more trustworthy because the author and publisher are clearly stated and they are held responsible for its truthfulness.

One reliable resource, found by Erik, A. (2010), had introduced product strategies for the iPhone, including four successful ways which are markets, product cycles, pricing and software. However, the iPhone was not the first smartphone to have mobile Web, email, and touch-screen user interface capabilities, but it was designed to offer an improved experience compared to other smartphones. Firstly, this resource is reliable; because of its demand media. Secondly, it is useful for this research proposal. The significant aim of this article is exploring the iPhone product strategy, it was designed to offer an improved experience compared to other smartphones. Following the four product strategies for the iPhone which are markets, product cycles, pricing and software, we can clearly see the iPhone why can be successful. These four aspects are indispensable to the business strategies.

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According to Dorrell, E. (2007), more than half of the consumers in the UK stipulate that Apple iPhones are too expensive. Two weeks after the launch in the UK, the vote at the market research company GFK NOP showed that more than 70% of the consumers feel that the proposed retail price of £269 was on the high side while only 2% of the respondents considered buying an iPhone. This resource, found by a newspaper, makes it reliable. And using customer interviews further increases its reliability. The main purpose of this paper is for customer surveys to getting the price of the iPhone to a more detailed study of the iPhone business strategy. Furthermore, collecting data is the important way to get a reliable source. Due to this fact received from this material, I notice it is unbiased.

In conclusion, these materials were of great benefit to the research proposal, and each aspect of the topic were discussed. The materials were peer reviewed, reliable, trustworthy and was written by an author with credible antecedence.

#### References

Erik, A. (2010) The Product Strategies For the iPhone.[online] Available at: <http://smallbusiness.chron.com/product-strategies-iphone-32460.html>

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The Sunday Times (2007) iPhone sales in the UK. 15th May. p. 11. [online] available at: <http://www.timesonline.co.uk/to/news/uk/business/article>

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