

Blackberry vs iphone

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



Abstract The aim of this research was to investigate which is the best smart phone brand between Blackberry and Iphone by measuring the effectiveness of both marketing mix; Product, Price, Place and Promotions. A theoretical framework has been constructed and the group chose to conduct an online survey; using the website that enables users to create their own web-survey, in order to acquire the needed data for this research. The results indicate that the best smart phone so far is Blackberry because their company marketing mixes have been greatly positioned in the people's mind and preferences.

The marketing mix is a business tools in marketing product. The marketing mix is often crucial when determining a product or brand's unique selling point (the unique quality that differentiates a product from its competitors) and is often synonymous with the four P's (Borden, Neil. 1960). It is recommend that the marketing mix implemented by Blackberry is the most effective for mobile phone industry; as well as the smart phone, and the strategy lies within it should be followed and exaggerated from time to time to capture the greater demand of consumers. . **INTRODUCTION** There has been a massive trend in the mobile industry over these past five years. But in developing countries like Malaysia, the trend has just arrived here a couple years back. Every people walk by and teenagers run through, all with their brand new smart phones. Laughter and joy have encountered their live since the existence of the smart phone. **1. History** IBM Simon was designed in 1992 and shown as a concept product in a computer trade exhibition took place in Las Vegas, Nevada.

It was published and sold by BellSouth in 1993, and besides being a mobile phone, it also contained a calendar, address book, world clock, calculator, note pad, e-mail client, the ability to send and receive faxes, and games. It had no physical buttons, instead customers used a touch screen to select telephone numbers with a finger or create faxes and memos with an optional stylus. Text was entered with a unique on-screen "predictive" keyboard. The term smart phone was used when Ericsson introduced the concept phone, GS88 and it was the first device labeled 'smart phone'. The trend of smart phone has been a great business to mobile entrepreneurs to expand their product assortments and this opportunity has injected Malaysia's economic to a very potential growth. Hence, it also drives the local entrepreneur to set up a franchise business from the top smart phone brand which is the essence of the development of mobile industry in Malaysia. The relatively stable prices of Smartphone's averaging around \$309 in the region will continue to drive the industry's strong growth momentum.

In Southeast Asia where smart phone penetration is still nowhere near saturation levels, we can be sure that the current sales spurt will carry on for at least the next few years (The Next. 04-30. 2012). On the other hand, Canadian Research in Motion Blackberry has taken the lead in the smart phone market and being positively challenged by Steve Job's Apple Iphone, the American, and among the world biggest inventors in mobile and computer. Blackberry and Iphone became a tsunami in the trend of consuming smart phone.

Each and every part of newspapers and billboards has the advertisements and promotions of both brand simultaneously, all the latest application came

by; altogether with Blackberry and Iphone. People were shocked and hardly believed that they experiencing a major revolution in their communicating devices and since then, hundreds and thousands of people world-wide will queue to buy the new version of smart phone by Apple and Blackberry when it was released in the market. 1. 2 Background Responding to the tremendous wave of the smart phones, the group has initiated and conducted a research on two smart phone market leaders, Apple and Blackberry.

The research was in objective to find the ‘ best of the best’ by measuring the effectiveness of both marketing mixes. The group investigated the strategy they used in delivering the product to the customers and capturing the people’s interests on it. The research was named as Iphone versus Blackberry: Marketing Mix, and by this research, the group learned how well they drove the industry by changing the people’s wants into needs. 1. 3 COMPANY BACKGROUND 1. 3. 1 SMARTPHONE BLACKBERRY Blackberry is a line of Smartphone device. It developed and designed by Canadian company Research in Motion (RIM) since 1999.

The function of the Smartphone Blackberry is a personal digital assistant, internet browsers, gaming devices, portable media players and so on. Their ability to sent and achieve email and instant messages is the primarily for maintaining a high level of security thought on device messages encryption. The device supports a large variety of instant massaging features including Blackberry Messengers (BBM). The first Blackberry device was introduced as a two way pager in Germany since 1999. The name of Smartphone was coined by the marketing company Lexicon Branding.

Smartphone Blackberry was released to support push the email, mobile telephone, text messaging, via internet faxing, web browsing and others wireless information services. This is an example of convergent device. The RIM 850 and 857 used the Data Tac network is the original Blackberry device. Smartphone Blackberry is the first made headway in the marketplace by concentrating by email. The Blackberry email service to non-Blackberry devices currently offers from RIM. For example is the Palm Treo; through its Blackberry connect software. The original device had a monochrome display, but all current models have color displays.

All models had a built-in QWERTY keyboard, optimized for thumbing, the use of only the thumbs to type. The models are the all-touch Torch 9850/9860 except for the Storm series. 1. 3. 2 SMARTPHONE IPHONE Iphone also one of part line of the Smartphone designed. The market is by Apple Inc and it was unveiled by Steve Job, the CEO of Apple on January 2007. The iPhone 4s; the generation 5th generation iPhone was announced on October 2011 and released 10 days later. The function in iPhone 4 is a touch screen slate Smartphone also develop by Apple Inc.

It is particularly marketed for video calling, consumption of media such as books and periodicals, movies and games and also for general web and email access. It was released in United Kingdom, France, Germany and Japan. Apple Inc. announced about iPhone 4 on 2010 at San Francisco. It runs Apple's iOS operating system, the same operating system as used on prior iPhones, the iPad and the iPod Touch. The mainly control by the user's fingertips on the multi-touch display. It is sensitive to fingertip contact and the latest operating system release is iOS 5. 1.

The new design, which incorporated a UN insulated stainless steel frame that acts as the device's antenna is the most noticeable difference between the iPhone 4 and its predecessors. The internal components are situated between two panels of chemically strengthened alumina glass. It has an Apple A4 processor and 512 MB of eDRAM. It predeceases and four times that of the original iPhone. Its 3.5-inch (89 mm) LED backlit liquid crystal display with a 960? 640 pixel resolution is marketed as the "Retina Display".

1. 4 SCOPE OF PROJECT The project is about the comparison of Marketing Mix between Apple Inc.

Corperation and Blackberry Company from United States of American which both of pioneer leading inventors for 'Smart Phone' in the world. Thus, it is focused on the several chosen model of Smart phone introduced by both company based on the Tools of Marketing Mix; product, Price, Place and Promotion (4P's) in which will be the measurement methods of the comparison.

1. 4. 1 Location 1. 3. 1. 1 The research is conducted in Bandar Baru Bangi, Selangor and the respondent is estimated around 1000 to 2000 people.

1. 4. 2 Respondents segmentation: 1. 3. 2. 1 Numbers of respondents: 100 internet users 1. 3. 2. 2 Tools of research: 1. 3. 2. Researches are using 100% questionnaires via Internet Survey and not have other method.

1. 4. 2. 4 Microsoft Project used in structuring the Gantt chart.

1. 4. 3 Limitations of project: 1. 4. 3. 1 Website does not provide the required

- Groups were experiencing the difficulties in seeking the information about the company which the company's websites does not prove the required information.
- 1. 4. 3. 3 Internal conflict
- Group members also caused negative effects on project from internal conflict
- For example, group

cannot give the full commitment with other for find the information to collect the data in work project. . Objective of Project 1. Aim: Revealing the best brand for the consumer based on the Marketing Mix 2. Objective 1. Learning the fundamentals of project management. 2. Improving the studies on research methodology such as collecting information, interpreting data and conducting survey 3. Applying the teamwork theories while initiating the project. 6. Problem Statement / Research Question Marketing mix is a generally phase used to describe the different kinds choices organization have to in the whole process of bringing a product or service to market.

The 4Ps is one way probably the best known way of defining the marketing mix and was first expressed. (1960, EMJ McCarthy) A problem faced by the marketing mix for Smartphone between BlackBerry and I phone. People want to know how companies can manage the marketing mix with competitor from 4 sides 4Ps. Firstly is services or product, people want to know the features does it have to meet these needs and there are any features they missed out or including costly features that the customer won't actually used, how and where will the people use it.

Secondly is about the place in marketing mix, people want more to know where do buyer look for the Smartphone product or services, the customer need used a sales force or attend the trade fairs or make online submission or others. For marketing mix in price, the problem statement people more to known what the value of the product or services to the buyer and what the offered to trade customer. At the last problem statement is marketing mix it is people want to know is about promotion, what the best promotion company used their Smartphone in the press or on TV, radio or internet and

others. . Target User The purpose of this research was to examine which is the best smart phone brand between Blackberry and Apple I Phone based on the marketing mix of each product. Below are the people who were targeted on the research:

1. 7. 1 Blackberry and Apple I Phone users. • Both smart phone brand users were the target user and also the respondents of this research.
1. 7. 2 Other smart phone users and future users. • Besides both brand users, other brand and non- users were also became the target user as they also the target audience for the companies.

1. LITERATURE REVIEW

2. Definition of marketing mix

2. 2 4Ps

Nowadays, the demands of new technology of smart phones become increasing from day to day. As the demands have been climbing up, all producers of the smart phones are compete with each other in producing the best products that meet the consumer's demand. In this project paper, we are trying to explore on the element of marketing mix which are product, place, price and promotion of the smart phones produced by Apple and Blackberry. These two companies are well known as the prime producers of the smart phones because of their high technology.

In link with that, this research is trying to focus on how the products affect the customer satisfaction. Customer satisfaction is very important thing to consider by the producers as it will affect the sale of the products and automatically increase the revenue. For Apple company, it is already known as the manufacturer of smart phones that manage to penetrates their products well into the market. Starting from the first model of Iphone, they finally capture the customer attention by their latest smart phone which is

Iphone 4s. Blackberries also do not want to miss the opportunity to introduce their smart phones to the smart phones lovers.

They have come out with the latest smart phones in order to fulfill the consumer's needs and wants. How well their performance to attract the consumers to realize that their products exist in the market? This research will determine how well their marketing in promoting their products. Apple and Blackberry are known as the great company that come out with smart phones and certainly there are no other competitors can defeat them as their products and services are in the very good level of quality. There is a connection between service quality and customer satisfaction.

If the service quality is in the very high level, there will be an increasing in customer satisfaction and it will keep the customer retention towards the products. As the example, Blackberry has produced variety of smart phones starting from Bold 1 until Bold 5 as well as the demand of the consumers whom wants the latest version on smart phones. The same things are happening to Apple Company which has produced their product series of Iphone and the latest one is Iphone 4s. This kind of situation shows that service quality plays an important role in adding up the customer satisfy

Harvard Bureau of Business Research already did a research regarding marketing mix of food manufacturer in 1929. The primary objective of that research is to determine common figures of expenses for various marketing functions among food manufacturing companies. We are trying to do a kind of similar research paper on marketing mix for Blackberry and Apple Iphone to see which types between product, place, promotion and price is more

effective in selling the products. The list of four elements of 4p's can be explained in more details.

According to Borden, Neil H, the first element for product means what types of product lines that the company wants to offer. For example, the quality and design of certain product. Besides that, the new product policy should be considered too and research and development need to be done carefully. Secondly, is the place for selling the product. The manufacturer needs to consider the suitable place to sell their product so there will be no loss in the future. They need to determine where to put the product and make sure that the product can be accepted in that place. Next, promotion also is the most important element in marketing mix.

Promotion is the hardest part for manufacturer to promote their products. Last but not least, price also plays an important role in marketing mix. Price level must be determine whether it is suitable and affordable enough for the consumers to get the products. Marketing mix is related to the consumer's buying behavior, the trade behavior, competition's position and behavior, and also government's behavior. Marketing mix need to be understanding well by the manufacturer as it has proved that it help as a device in teaching, business problem solving, and as an aid of thinking in marketing.

In research process, there will be a tool that would help in gathering the findings. For this research, there are several methods that have been used in collecting the findings. Firstly, by using the questionnaire method. The questionnaires have been given to the 100 people in order to find out the answer on element of marketing mix and how the products affect the customer satisfaction. The interviewing method also be use to collect the

information. The interviewing session is between the researcher and the Blackberry and Apple Iphone seller around Selangor region. 3. 0
METHODOLOGY

Our group had various method of using in the research. Among the method we used is questionnaire to get the response from people using Smartphone Blackberry and Iphone. It was distributing 100 questioners to people answer and get feedback as my research from their perception. Other else, our group also searching from internet for get much information and many examples about how many people using Smart Phone like Blackberry and Iphone in Malaysian and the questionnaire. In order that, we are always ask our lecturer Puan Hasnira as my lecturer the Group Project subject for monitoring.

Other various we used of using in the research frominterviewa few friends using the Smart Phone at collage or out of collage and get the perception from this research. 1. SELECTION OF RESPONDENT • For the selection of respondent we are used from both of Smartphone Apple Iphone and Blackberry brand users were the target user and also the respondents of this research. In order that, we are also used from other Smartphone user or future users, beside both brand users, other brand and non- users were also became the target user as they also the target audience for the companies. .
Questionnaire In order that, the survey used by on internet for the questionnaire to promote our product. We passed the questionnaire based on Facebook, email and other else. Our group used the Survey Monkey for making the questionnaire and save all data and all answer from people. Used the survey on internet can make people to answer our questionnaire and

helps makes success on survey. It's easy to pass the questionnaire from survey buy internet. 3. Data Collection Study Besides that, have five parts on the questionnaire for making the question.

Part A people answer the question based on thick the question and choose the answer based people choice. Part B is people should be underline the product are using and answer the question based on your product, also with part C and part E. Part D people should be thick the answer based on the box for answer the question. 4. PROJECT MANAGEMENT 1. WORK BREAKDOWN STRUCTURE The approach of breaking down the work used by the group in prior to converge in developing a detailed list of the activities needed to execute this project . The figure below shows the group WBS for the project. pic] 2. COLLECTING THE INFORMATION 1. Collecting information The very first step in project executing. The information collected is all about the marketing mix for Apple and Blackberry. 2. Analyzing and dividing information The information collected is being analyze and divided. 3. Gathering output The information that have been analyze are collected together to find out the results or findings 4. Moderation The process of arranging and gathering the collected data. 3. CONDUCTING INTERVIEW 1. Conducting interview Interview is the next process after information have been collected.

The interview approaches is using to gather the information from the respondent. In this case, the respondent is the salesperson of Apple and Blackberry phones. 2. Analyze requirement The process of analyzing the requirement needed to identify the types of information gathered. 3. Investigating information The next process in work breakdown structure. The

information gathered must be investigate to find the results. 4. Gathering output The last step is gathering the output or the information get from the interview session and arrange in correct order. 4. SURVEY 1. Survey

The survey is carry out in Bandar Baru Bangi where the expected respondent is the most. 2. Endorsement of questionnaires The questionnaires prepared are distributed to the target respondent in Bandar Baru Bangi. 3. Intepreting information The process of translating the data into useful information 4. Moderation The process of arranging the data collected. 5. 0 FINDING AND ANALYSIS PHONE'S BRAND USER [pic] Figure 5. 1 explain how many people using the brands of Smartphone between genders. For male using the Smartphone Iphone is 8%, Blackberry 26% and for Non-user Smartphone is 7%.

In order that genders for female using the Smartphone Iphone are 9%, Blackberry 38% and Non-user Smartphone is 12%. The higher user using Smartphone Blackberry for female and male. OCCUPATION [pic] Figure 5. 2 explain the monthly income in occupation user for the Smartphone. Monthly income below RM1000 is using the Smartphone start from student, the higher using then Smartphone is 46%, Blue Collar Worker and White Collar Worker is 2%. For monthly income around RM1000-RM3000 for student is 2%, Blue Collar Worker is 25 and White Collar is 8%.

In order that for monthly income RM300 and above more to Blue Collar Worker 5% and White Collar Worker is 11%. WHAT DO YOU THINK OF THE PHONE? [pic] Figure 5. 3 explain what people think about the brands of users. Firstly for it's a new product the user of Iphone is 8%, Blackberry is 12% and Non-user Smartphone is 3%. Iphone user said the think of the

phone is 7%, blackberry is 28% and Non-user is 2% and lastly is about because a lot of people are using it for user Iphone is 2%, Blackberry is 24% and Non-user Smartphone is 14%. Many users Blackberry in this Bar Chart.

WHY DO YOU CHOOSE THE PHONE? [pic] Figure 5. 4 explain why people choose the Smartphone. The user Non-user 4%, Blackberry 18% and Iphone 3% choose because the phone suits with their preferences. In order that, 5% for Non-user, 23% for Blackberry and 7% for Iphone choose the phone cause of they are like the features. And lastly because of the new trend, Smartphone Iphone support 7%, Blackberry 23% and Non-user is 10%. DO YOU THINK THAT THE PRICE OF YOUR PRODUCT IS REASONABLE? [pic] Bar Chart explains what people think the price in product is reasonable for Smartphone.

Have 7% support yes and no from neither. In order that, from Smartphone Blackberry had 63% said yes and 5% said no. Smartphone Iphone 26% said the price is reasonable and 2% is not accepting the price is reasonable. DO YOU KNOW THE LATEST PROMOTION OFFERED ON THE PHONE? [pic] Figure 5. 6 explain how many people know the promotion latest inadvertisementoffered on the Smartphone. For television have 14% said yes, 4% said no and 1% did not hear new promotions. Radio, only 3% said yes. Internet, 45% said yes, 2% said no and did not hear the promotions.

Newspaper, 18% said yes, 3% said no and 1% said did not hear new promotions. And last people know the latest promotion on banner, 5% said yes and only 1% said no. the higher people know the latest promotion on internet. WHAT IS YOUR OPINION TOWARDS THE PHONE? [pic] Figure 5. 7 explain about what opinion of people towards the phone choose. The first

opinion its had 5% it is a they are don't think that the phone is the best in market for now, also 18% people give the opinion is they are certainly hope that there is more new model to come .

In order that had others such as their own opinion support 9% and the higher opinion from people its 77%, they are said the phone they are used is the best phone so far. WHICH ONE DO YOU FEEL THAT IT IS WORTH TO OWN EVEN THOUGH IT COSTS? [pic] Pie chart in Figure 5. 8 explains about which one people feel that it is worth to own even thought it costs? Have 16% people feel that iPhone it worth to their own even though it costs than BlackBerry it's 84%. I KNOW THE NEAREST OUTLET THAT SELLS THE PHONE. [pic] Figure 5. 9 explain about how many people nearest outlet that sells the phone.

And the result its 23% said disagree about nearest the outlet, 4% said neutral and the higher it's 73% people said agree about the people know the nearest outlet that sell the phone. And many people agree about that. I FIND IT IS HARD FOR ME TO GO TO THE OULET BECAUSE IT IS NOT STRATEGICALLY LOCATED. [pic] Figure 6. 0 explain that people how to easy people go to the outlet because it is not strategically located. The result is 10% people agree the located it not good strategies, 29% said that are neutral and the higher said 61% people said disagree about the located it's not strategies.

I LIKE TO GO TO THE OUTLET TO CHECK OUT NEW MODEL BECAUSE THE OUTLET IS VERY ACCOMMODATING AND THE SERVICE IS EXCELLENT. [pic] Figure 6. 1 explain how many people agree or disagree with like to go the outlet to check out new model because the outlet is very accommodating

and the service is excellent. 15% neutral, in order that 29% it's agreed and the higher like to go the outlet to check out new model is disagree 56%. DO YOU THINK THAT THE ADVERTISEMENT BY THE COMPANY ALERTED YOU ON THE EXISTENCE OF THE PHONE? [pic] Figure 6. 2 explain what people thing about the advertisement by the company alerted on the existence of the phone?

People alert the existence of the phone is 70% said yes, that mean people said yes is higher. Second is 22% people said not entirely the company alert on the existence of the phone and lastly is 8%% people said no. 6. RECOMMENDATION Based on the research findings, Apple and Blackberry should improve their marketing strategy that focus on these four elements: product, place, price and promotion. The manufacturer must determine what product that fit the customer's need and wants. The product produced need to satisfy the customer's demand so that they can generate more profit rather than losses.

In view of place, the Apple and Blackberry companies should have a detail research to sell their products well. The wrong place can affects the sales of products. Pricing also plays an important role in selling the goods. The price need to match with the target prospect's income and affordable to own. Last but not least, promotion is the part of a good marketing process. Without promotion, even greatest products can't be penetrated well into the market. 7. CONCLUSION The conclusion was that our research Smartphone would last the longest in the entire device the tested. Our conclusion do support from our research paper.

What we think that the research we are went smoothly and can handle any problem we have, except for the fact that the respondent in our survey it's not satisfaction because it is not running fast in something. Therefore, we had to take measurements quickly. An interesting future for our research might involve testing about our research and marketing mix in Smartphone Blackberry and Apple iPhone to stimulate actual customer using is higher or lower in marketing mix plan. 8. REFERENCES Abkowitz Alyssa. Hempel Jessi. Thai, Kim. How Blackberry Does It. (2009). Fortune 160,(4), pg. 92-100. Retired October 2009, from Business

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