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SWOT Analysis of Smart phones: Strengths a more open stage permits a more business application many diverse alternative for handsets extensive customization of the client interface that best suits the client   
simple and simple to utilize interface   
with one and only handset the closure client experience will be the same for all clients   
Threats   
bad usage of a specific cell phone stage   
smart telephones have a taking in bend and may not be easy to understand to potential clients   
Weakness   
more inclined to security dangers and malevolent applications   
because of the distinctive handsets and client interfaces, the client experience will be conflicting   
updates of the Android stage may be postponed because of androids divided nature   
a regulated and shut stage doesnt permit the simple utilization of organizations particular applications   
Opportunities   
communication- being that these gadgets are completely web competent, One would have the capacity to unite with momentum clients and customers flawlessly   
users will have a full contact chief, datebook, GPS, and email framework right in the palm of their hand   
can achieve another extent of clients   
The chart given below depicts the a variety of specifications of the smart phones existing in the market:   
We have selected 3 of the most popular smart phones companies. i. e.- Apple, Samsing and HTC. They are the major playe in the recent smartphone market.   
Consistent with outline, The Galaxy S3s polished, bended figure and sleek looks edge it over the HTC One X. The old configuration of the iphone 4s didnt generally stand a shot.   
As for the screen particular The Galaxy S2 set the stage for astounding colour and vibrancy and the S3 takes that and includes additional land. The HTC One Xs screen is superb, yet preparation issues make it miss the top spot (NDTV Correspondent, 2013).   
In the event that we are speaking about electric storage device longibity, the HTC One X offers a somewhat nippier processor than the Galaxy S3. On paper, at any rate, it dominates the competition. Concurring to the Polaroid specifications, iphone 4s. The rich, even tone gave by the 4s puts it somewhat in front of the One X. We havent had the ability to appropriately test the S3s Polaroid yet on paper in any event, It isnt putting forth any significant upgrades over the S2.   
Without having not less than a couple of hours to play around with the S3 , it’s challenging to know exactly how accommodating its additional programming characteristics will be. Were quick to perceive how the new Touchwiz contrasts with Sense 4. 0, however were still enormous devotees of ios straightforwardness.   
Apple is the ruller of the market at present. As a CEO of this company the SWAT Analysis of this vertical would likely:   
Strength:   
1. Customer loyalty combined with expanding closed ecosystem   
2. Apple is a leading innovator in mobile device technology   
3. Strong financial performance ($10, 000, 000, 000 cash, gross profit margin 43. 9% and no debt)   
4. Brand reputation   
5. Retail stores   
6. Strong marketing and advertising teams   
Weakness:   
1. High price   
2. Incompatibility with different OS   
3. Decreasing market share   
4. Patent infringements   
5. Further changes in management   
6. Defects of new products   
7. Long-term gross margin decline   
Opportunities   
1. High demand of iPad mini and iPhone 5   
2. iTV launch   
3. Emergence of the new provider of application processors   
4. Growth of tablet and smartphone markets   
5. Obtaining patents through acquisitions   
6. Damages from patent infringements   
7. Strong growth of mobile advertising market   
8. Increasing demand for cloud based services   
Threats:   
1. Rapid technological change   
2. 2013 tax increases   
3. Rising pay levels for Foxconn workers   
4. Breached IP rights   
5. Price pressure from Samsung over key components   
6. Strong dollar   
7. Android OS growth   
8. Competitors moves in online music market   
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