

BATTLING FOR THE PALM OF YOUR HAND



INTRODUCTION

The case “[Battling for the Palm of Your Hand](#)” looks at the global smartphone industry competition and rivalry from strategies to the consumers and technology aspects. This provides an understanding of the key issues that organisations encounter when operating in this environment together with the major strategic choices that firms are likely to pursue.

MARKET LANDSCAPE

Smarter phone market is extremely competitive with new models coming out frequently and companies striving to create greater differentiation. Players such as Apple, Samsung, and Google are never relenting in the pursuit of tangible distinctions based on features, design, and compatibility with other products in that ecosystem.

STRATEGIC DECISIONS

This is one of the major lessons that one is likely to learn from the case, strategic planning is essential. Organisations have to assess market conditions, customer demands, and competitor activities in order to create sound strategies. Issues covering pricing strategies, marketing strategies, and product development issues constitute a cornerstone of achieving market share.

CONCLUSION

Hence, the “Battling for the Palm of Your Hand” case solution provides a good understanding of the current competition environment of smartphone market. Through looking at factors such as market forces, business strategies, and advanced innovations, the book presents a good insight into the factors that determine success in this ever growing market.



	Series 1	Series 2
1/1/2016	0.17	5.60
2/1/2016	0.95	8.52
3/1/2016	1.56	8.74
4/1/2016	2.09	5.64
5/1/2016	2.73	3.03
6/1/2016	3.49	6.00
7/1/2016	3.65	5.78
8/1/2016	4.01	4.32
9/1/2016	4.57	7.56
10/1/2016	5.45	5.90
11/1/2016	5.45	2.43
12/1/2016	0.17	5.60
1/1/2016	0.95	8.74
2/1/2016	1.56	3.03
3/1/2016	2.09	5.54
4/1/2016	2.69	6.00
5/1/2016	2.73	5.78
6/1/2016	3.49	4.32
7/1/2016	3.65	7.56
8/1/2016	4.01	5.90
9/1/2016	4.57	2.43
10/1/2016	5.45	5.60
11/1/2016	5.45	8.74
12/1/2016	6.16	2.43



MONTH	ACTUAL	PLAN	VARIANCE	%
10	\$143,800.00	\$144,650.00	\$850.00	100.59%
11	\$27,225.00	\$28,075.00	\$850.00	100.00%
12		\$28,075.00	\$850.00	100.00%
13		\$28,075.00	\$850.00	100.00%
14		\$28,075.00	\$850.00	100.00%
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93		\$28,075.00	\$850.00	100.00%
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97		\$28,075.00	\$850.00	100.00%
98		\$28,075.00	\$850.00	100.00%
99		\$28,075.00	\$850.00	100.00%
100		\$28,075.00	\$850.00	100.00%

RESOURCE

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: Visit thecasesolutions.com for detailed analysis and more case studies.