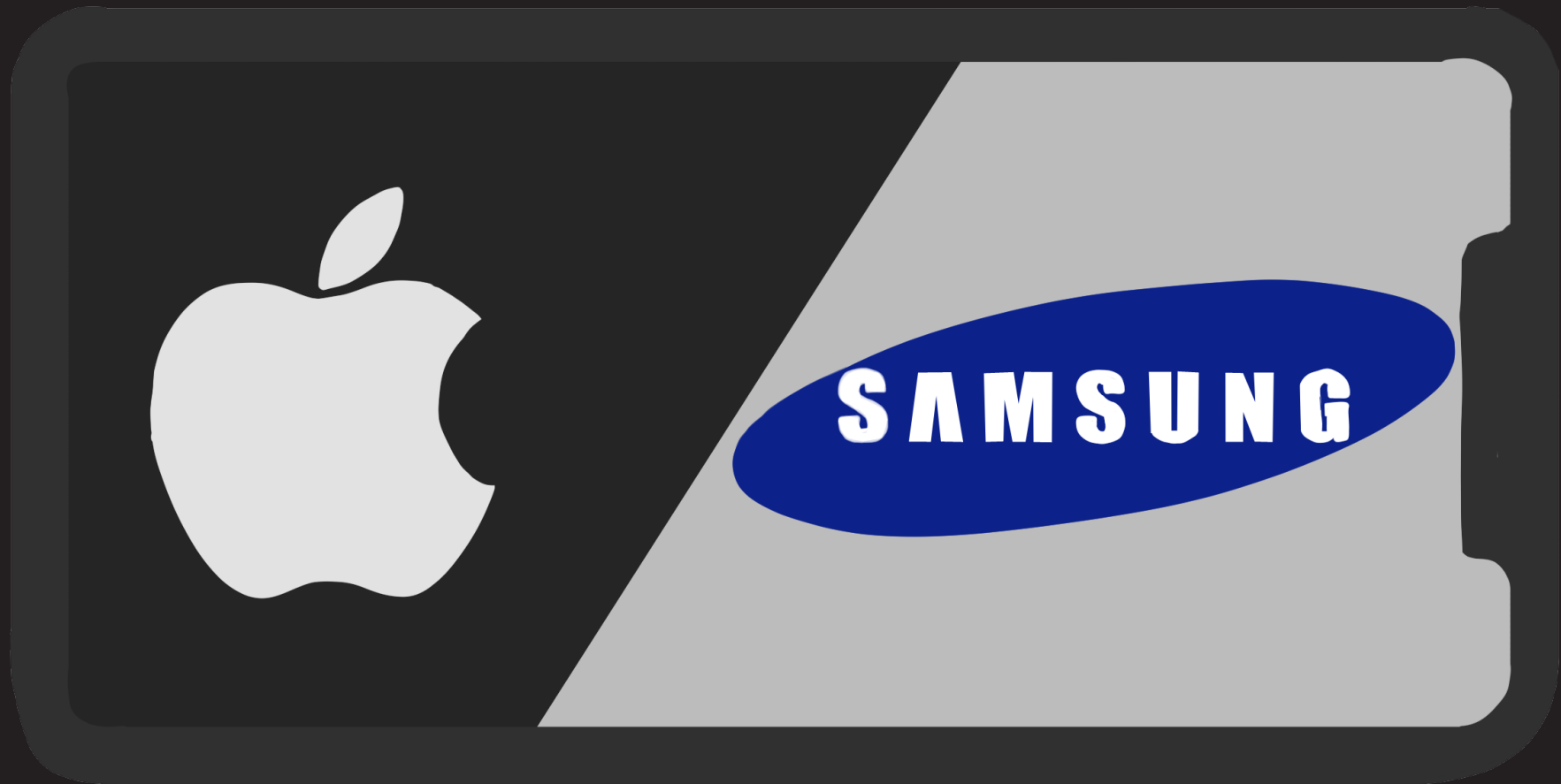


Cathy Pham

Apple VS Samsung

Which is better?
A comparison for indecisive people



Apple VS Samsung

Cathy Pham



Apple was founded on 1st April 1976 by Steven Jobs and Steve Wozniak, the two founders brought this company to advance technology. Whereas Samsung a South Korean company was founded on 1st March 1938 by Lee Byung-Chul. Apple and Samsung are one of the top 2 consumer electronic competitors when it comes to portable electronics, both with loyal customer bases. Apple made a business strategy to focus on the product designs and creating a unique and easy user experience along with that they're outsourcing elements such as manufacturing compared to Samsung, in which they focus on vertically integrating supply chains to ramp up their production volume.

Many people seem to prefer a phone where its easy to use, Apple's IOS and Samsung's Google Android are one of the many easy to use software that is commonly used however the comparison of iOS to Android are significantly different. Apple's software products work well with each other (Ross, 2019) as they allow easy to transfer mechanism within the product such as AirDrop. It is also a known fact that all Apple products work well together, but not with any of their competitors' products (Ross, 2019), thus this

makes it easy for past Apple customers to keep buying their products. Compared to Samsung's android the experience can be a bit more complicated due to its setup along with that the software can differ based on their manufactures, this means Samsung doesn't own their android operating system whereas iOS is owned by Apple, meaning the manufacturer ("Apple iPhone vs Samsung Galaxy mobile phones", 2020) has more control over it compared to Samsung and produces more updates, security patches ("Apple iPhone vs Samsung Galaxy mobile phones", 2020).

The operating systems between Apple and Samsung are hard to debate over as they have many perks, however, Apple seemingly has the easiest operating system compared to Samsung because they own iOS and are in charge of the software updates whereas Samsung cannot. The iOS is also easily compatible with other Apple products which makes it easier for file sharing, messaging, cross-connections etc.

Many people tend to buy phones based on how nice they look along with the screen size. Apple had recently promoted its new iPhone 12

series and many are comparing it to Samsung's Galaxy S20 series to see the differences in phone designs. Apple's co-founder Steve Jobs is credited for creating an environment conducive to designers (Prud'homme van Reine, 2017), thus this allowed Apple designers to have some creative freedom when designing the iPhone. Apple revealed the highest customer loyalty (Chen & Ann, 2014) and this allows to keep manufacturing and designing newer iPhone to keep up with the market, demands and trends, throughout the year's Apple had upgraded their iPhone designs and catered towards the public and continued to upgrade from their older models. Samsung had started a few years later into the smartphone game compared to Apple and had become one their biggest competitors when starting their phones were bigger compared to the iPhones are the time, as it was the first device to come with a new type of screen technology known as "Super AMOLED" (Hristov, 2017) and was one of the phones with better cameras compared to the iPhones. Samsung's new phone Galaxy S20 has a new innovative design that is different yet similar to Apple's iPhone designs throughout the years however they continued to upgrade their smartphone

designers similarly to Apple. Designwise Apple succeeds in design and integration, and no small degree of risk (Ross, 2019) based on their many years of sales experience. However, Samsung remains as their largest competitors as they always go neck to neck with every new smartphone design.

In conclusion, Apple's iPhone and Samsung's Galaxy smartphone are both unique and different in their own way and both smartphones have its own quirks and the outcomes purely depend on the user, some will find iPhones easy to use whereas Samsung is difficult or vice versa.



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