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### Comparative Analysis of Market and Product Development Potential of Apple and Samsung

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#### Abstract

Apple and Samsung are the two "kings" in the smartphone market, and the competition between Apple and Samsung is quite large. If you closely follow the mobile device market in recent years, it is clear that Apple and Samsung are facing each other on all fronts. However, these two companies have also sought to work together. Apple is Samsung's biggest accessory customer, ordering Samsung to manufacture its screens and chips. Their legal battle has not affected either party's revenue or financial results. The race over losing the competition for the top position between Samsung and

Apple is a long and parallel battle because each company has its own special points, competing in every market detail that customers care about accompanied by a binding therein. The article mentions the potential for market and product development of Apple and Samsung, the current situation of the market and the potential for product development of Apple and Samsung, and proposes some solutions to both Apple and Samsung brands. can be referenced in the process of developing their markets and products.

**Keywords:** Market, Product, Strategy, Samsung, Apple

#### 1. Introduction

Today, information technology develops like a storm, technology products become popular, and have a shorter and shorter life cycle. All companies always have to operate in a fiercely competitive environment while both adapting to the changes of scientific and technological advances and reacting to competitors' product strategies. Customers have more shopping choices in terms of product categories as well as brands, and their buying behavior has also changed markedly. Facing such a fiercely competitive environment requires companies to be agile, to renew themselves. They need to pay attention to the needs of their customers as well as keep an eye on the movements of their competitors. However, in order to attract and retain customers, businesses need to have a different product positioning strategy compared to competitors. The company needs to recognize its strengths and weaknesses to create highlights for the product, different from the competition, and at the same time take advantage of the opponent's weaknesses to attack. Apple and Samsung are two companies that have succeeded with their product positioning strategies. The outstanding success of Apple and Samsung are meaningful lessons for managers, especially for future marketers. With the desire to learn about the success of Apple and Samsung in the field of technology, we have executed this research topic.

#### 2. Rationale

##### 2.1 Market positioning

###### 2.1.1 The concept of market positioning

According to Truong Dinh Chien (2014), market positioning, also known as positioning in the target market, is always considered the most common strategy, governing all marketing programs applied in the target market. Market positioning is the design of a company's products and images to occupy a special and valuable place in the minds of target customers. Positioning the market requires the business to decide how many differentiators to promote and which to target customers. Positioning is not what is done to the product, but what is created in the mind of the target customer and the product must be perceived by the target customers who have chosen to have an image and distinct position from its competitors. (Nguyen Hoang Tien, 2019)

###### 2.1.2 Key activities of positioning strategy

Create a specific image for a product or brand in the minds of customers in the target market, it is a set of impressions, feelings

and concepts that customers have about that product and brand. In a positioning strategy, there are four main activities as follows: (i) Creating a specific image for the product or brand in the minds of customers; (ii) Selecting the position of company's products in the target market segment; (iii) Create a difference for brand products; (iv) Select and promote meaningful differences.

There are four main groups of tools used by marketing to differentiate themselves: (i) Differentiate physical products; (ii) Differentiate the service; (iii) Make a difference in personnel; (iv) Create visual differences.

### 2.1.3 Steps in the positioning process

Market positioning consists of 4 basic steps as follows:

Step 1: Conduct market segmentation, select the target market segment.

Step 2: Draw a positioning chart, assess the status of positioning in the target market and determine a position for the product/brand on that chart.

Step 3: Build a positioning plan.

Step 4: Prepare a marketing mix program to implement the selected positioning strategy.

## 2.2 Product differentiation strategy in competition

### 2.2.1 What is a product differentiation strategy?

Product differentiation strategy or product and service positioning strategy is a strategy to differentiate a company's products and services from competitors, creating its own unique point so that it occupies the market place. a special and valuable place in the mind of the customer. A product differentiation strategy requires the company to decide how many differentiators to promote and which to target customers. product differentiation methods are expressed in many forms; typical product design or reputation, product features, customer service. Ideally, a company can differentiate its products in a variety of ways. Product differentiation, if achieved, would be a strategy that would enable the company to earn a higher-than-average rate of return, because it would position the firm in the face of competitive forces. competitive quality, albeit in a different way than a strategy that emphasizes costs. Differentiation sets apart from competitors because there is consumer confidence in the product brand, which in turn leads to less volatility in prices. It also increases profit margins and thus eliminates the need for low costs.

### 2.2.2 Develop a strategy to differentiate products in competition

In order to have a suitable product strategy and increase its profits, businesses need to determine what differences they will create. Because each different feature has the potential to cause high costs for businesses. A difference should only be made when it meets the following criteria:

1. Important: the difference provides a valuable benefit to a large number of buyers.
2. Special: that difference has not been created by anyone or has not been specially created by the company.
3. Easy to communicate: the difference is easy to convey and catch the eye of the buyer.
4. Get ahead: that difference is not easily copied by competitors.
5. Affordable: the buyer may have enough money to pay for the difference.

6. Profitable: The company finds that making a difference is profitable.

As such, differentiation is the design of a series of meaningful points that differentiate a company's product from those of its competitors.

## 2.3 Factors affecting the competitiveness of the company

### 2.3.1 External factors (Macro environment)

#### 2.3.1.1 Demographic environment

The first force that businesses need to care about is the population, because people create markets. When companies launch new products, strategies to penetrate a certain market, it is necessary to study what age group the target customers are, male or female, their consumption culture like...

#### 2.3.1.2 Economic environment

The market needs purchasing power and the public. Income, or economic developments (inflation, changes in trade balance, exchange rates, etc.) greatly affect the purchasing power of customers, therefore, businesses when making a differentiation strategy product, it is necessary to consider the variables an economic field.

#### 2.3.1.3 Technological environment

With the explosive information technology era, this is an opportunity and a challenge for businesses. Businesses need to be sensitive and grasp the situation to adapt to the technological environment. Marketers need to understand the ever-changing technological environment and understand how new technology can serve human needs. They need to understand how the technological environment affects the production of the company's product strategy. Grasping the development trend of information technology is that businesses have grasped an important factor for their success.

#### 2.3.1.4 Social and cultural environment

Includes norms and values that are accepted and respected by a particular society or culture. The impact of cultural factors is often longer-term and subtler than other factors, and the scope of impact of cultural factors is often very wide. Aspects that form the socio-cultural environment have a strong influence on business activities such as: moral and aesthetic views, lifestyle, and profession; customs, practices and traditions; the concerns and priorities of society; the general level of awareness, education of the society. These aspects show how people live, work, enjoy as well as produce and provide services. The problem for business managers is not only recognizing the presence of the current social culture, but also predicting its changing trends, thereby proactively forming an adaptive strategy.

#### 2.3.1.5 Natural environment

Natural conditions include geographical location, climate, landscape, land, natural resources, purity of water and air environment, etc.

It can be said that natural conditions are always an important factor in human life, on the other hand, are also an important input factor of many economic sectors such as agriculture, mining industry, tourism, etc. carriage...

In recent decades, mankind is facing increasing environmental pollution, depletion and scarcity of resources

and energy, ecological imbalance... Thus, when an enterprise makes any product strategy, it should be in harmony with the requirements of environmental protection. Even if a business does well and has a good brand, when it comes to a rumor related to hygiene and safety, polluting the environment, it will also lose a large number of customers. Especially for Vietnamese consumers, they always remember the negative images and the objects that cause those negative actions.

### 2.3.1.6 Political environment

Marketing strategies are greatly influenced by the political environment (including the law, state agencies). Currently, there are many new laws on business that create opportunities as well as hinder business activities for businesses. Especially when wanting to penetrate foreign markets, one of the issues businesses need to be wary of is the legal barrier of that country.

### 2.3.2 Internal factors (microenvironment)

This is the environment associated with the business and most of its activities and competition take place in this environment. Microenvironment includes factors in the industry and factors external to the business, which determines the nature and level of competition in that industry.

#### 2.3.2.1 Enterprise

A business to stand firm in the market needs to have a solid organizational foundation, departments that work in harmony with each other. When drafting a marketing strategy, the leaders of the marketing department need to coordinate, pay attention to the company's resources, as well as pay attention to the profits of the company's internal team such as senior management, finance department, sales department, product research department, accounting department. Marketers must work closely with other departments of the company.

#### 2.3.2.2 Competitor

Competitor knowledge extremely important for businesses. His father had a saying "know you know one hundred battles one hundred wins" Therefore businesses need to understand their competitors. It can be seen that first of all, competitors determine the level of competition to gain an advantage in the competition. industry and the market in general.

The degree of intense competition depends on the interaction between factors such as the number of businesses participating in the competition, which helps businesses come up with effective solutions to protect and increase their competitiveness. painting.

#### 2.3.2.3 Client

Customers are the factors that create purchasing power in the market. The business that captures a large market share is one that occupies a good position in the customer's mind. To do this, businesses need to understand the needs of customers as well as have a policy of maintaining relationships with existing customers rather than finding new customers. Because according to research, 20 % of existing customers bring 80% of revenue for businesses.

### 2.3.2.4 Supplier

Suppliers can assert their power by threatening to raise prices or reduce the quality of the products or services they provide. The objects businesses need to pay attention to are: suppliers of raw materials, equipment and supplies; financial providers – banking credit institutions; labor source. Events occurring in the "Supplier" environment can greatly affect the marketing activities of a company. Marketing managers must pay attention to monitor the price movements of suppliers, the increase in the price of materials can cause chaos in the business strategy of the business.

### 2.4 Some related studies

Le Thi Van Thuy and ctg. (2019), *Apple's strategy for Smartphone product line*, University of Economics Ho Chi Minh City, HCMC. This topic has analyzed the micro and macro environment affecting Apple's product development strategy; The topic also introduces Apple's strategies in selecting target markets and positioning brands such as pricing strategy, promotion strategy, and distribution strategy.

Luu Quoc Ky *et al.* (2018), *Samsung Group's strategy to bring new phone products to the Vietnamese market*, University of Labor and Social Affairs, Hanoi. This topic has presented the theoretical basis of the marketing strategy for new products, outlined the current situation of Samsung Group's production and brought new products to the Vietnamese market, thereby proposing solutions in the implementation of new products. show Samsung's new product strategy in Vietnam market.

Ta Thi Kim Phuong *et al.* (2011), *Competitive advantage of Apple's Iphone product line in the touch phone market*, Foreign Trade University, HCMC. Competitive advantage of Apple's Iphone product line in the touch phone market, essay by a group of students from Foreign Trade University. The thesis presents Michael Porter's five competitive forces model, analyzes the competitive advantages of the Iphone, thereby proposing solutions to enhance the competitive advantage of Apple's Iphone product line in the electric market. touch phone.

## 3. Research methods

### 3.1 Research methods

In the process of implementation, the topic uses the method of information collection, analysis, synthesis, ... reality from Apple and Samsung to synthesize the theoretical basis, analyze the situation and propose solutions. Document research methods to refer to and study documents in textbooks and on the internet related to the topic. The method compares with other solutions and alternatives to find the optimal solution for the problem being studied.

### 3.2 Objectives of the study

The overall research objective of the thesis is to compare the potential for market development and product development of Apple and Samsung in order to provide solutions and recommendations for both Apple and Samsung brands to refer to in market development. market and its products. In order to achieve this general research goal, the thesis gradually implements the following specific research objectives:

- Synthesize the theoretical basis of market positioning

and product differentiation strategy in competition.

- Introducing Apple and Samsung company overview, the current situation of branding strategy as well as the potential for market and product development of Apple and Samsung in Vietnam and around the world.
- Proposing some solutions for both Apple and Samsung brands to refer to in developing their markets and products.

### 3.3 Research question

What is an overview of the theoretical basis for market positioning and product differentiation strategies in competition?

What is the current status of the strategic branding strategy as well as the potential for market and product development of Apple and Samsung in Vietnam and around the world?

What solutions can be applied so that both Apple and Samsung brands can refer to their product and market development?

### 3.4 Research scope

In order to fully and comprehensively assess the market and product development potential of Samsung and Apple, the research team selected and evaluated previous studies related to this issue. These studies are posted on highly reliable websites. Because Samsung and Apple are two brands that have always been competitors for a long time, there are many articles in Vietnam and around the world that have analyzed and evaluated this issue. Therefore, within the limited scope of the study, the team decided to choose the period 2017-2020 for observation, data collection and evaluation analysis.

## 4. Research results and discussion

### 4.1 About Apple and Samsung Company

#### 4.1.1 About Apple

Apple Inc. is an American technology corporation founded on April 1, 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne under the name Apple Computer, Inc. Apple is headquartered in Silicon Valley in San Francisco, California.

In its more than 40 years of existence, Apple has had a total of 7 CEOs. But the most prominent is still Steve Jobs and Tim Cook because these two have helped Apple achieve great achievements as it is today.

On July 4, 1997, Jobs convinced Apple's board to fire Amelio and make him interim CEO. In 1998, Jobs invited Tim Cook to work for his company to expand Apple's operations to a worldwide scale. By 2007, Steve Jobs introduced a phone that changed the world - the iPhone.

August 24, 2011 is a big day for Apple when Tim Cook officially replaced Steve Jobs to become the CEO of this company. After only 4 years in power, Tim Cook has brought Apple impressive revenue and is aiming for a trillion-dollar technology company.

The total value of Apple's shares reached only \$ 10 billion in 1999 and reached \$ 50 billion in 2005. If in early 2007, before the launch of the first iPhone, Apple was valued at no more than \$ 100 billion, Now, after 10 years, the value of "A half-bitten apple" has increased by 800%, a number that very few technology companies can achieve.

According to 2018 statistics, Apple has 511 retail stores with 132,000 employees, revenue in 2018 is \$ 265,595

billion with business profit of \$ 70.89 billion, net profit of \$ 59,531 billion with total assets of \$ 365,725 billion.

The most famous product is the Apple Macintosh computer, iPod music player (2001), iTunes music player, iPhone phone (2007), iPad tablet (2010) and Apple Watch (2014) smart watch, operating in many countries around the world.

#### 4.1.2 About Samsung

Samsung Group is a Korean multinational corporation with headquarters located in Samsung Town, Seoul. The group has many subsidiaries, most of which operate under the Samsung brand, and is the largest commercial group in Korea.

Samsung was founded by Lee Byung-Chul in 1938 as a small trading company. Three decades later, Samsung Group diversified into industries including food processing, textiles, insurance, securities and retail. Samsung entered the electronics industry in the late 1960s, construction and shipbuilding industry in the mid-1970s. After Lee's death in 1987, Samsung split into 4 groups - Samsung Corporation, Shinsegae, CJ and Hansol. Since the 1990s, Samsung has expanded its operations globally, focusing on electronics, mobile phones and semiconductors, contributing mainly to the group's revenue.

Key Samsung affiliates include Samsung Electronics (the world's largest electronics company by revenue, and the world's fourth largest by market value in 2012), Samsung Heavy Industries (the second largest shipbuilding company in the world) world by 2010 revenue), Samsung Engineering and Samsung C&T (the world's 13th and 36th largest construction companies, respectively).

Samsung has a great influence in economic, political, media and cultural development in Korea, and is the main driving force behind the "Miracle of the Han River". Contributing 1/5 of the total export turnover of Korea. Revenue accounts for 17% of Korea's gross domestic product (GDP).

### 4.2 Market and product development potential of Apple and Samsung in Vietnam and around the world

In Vietnam in recent years, the smartphone market has always been dominated by foreign companies with the main market share being low-priced and mid-range products. In which, Samsung is the company that maintains the largest market share (about 35%), the second is Oppo (about 20%), the third is Apple (about 10%). However, depending on the market segment, the position of the brands is different. If divided by price, the smartphone market in Vietnam has three segments: High-end smartphone market segment (price range from 10 million or more), mid-range smartphone market segment (price range from 5 to 10 million), low-priced smartphone market segment (under 5 million).

#### 4.2.1 High-end smartphone market segment

Despite the entry of Chinese brands into the high-end segment in the past year with names like Huawei, Oppo or Xiaomi... but the high-end segment in Vietnam is still only Apple and Samsung's own. Vietnamese users are still not very interested in Chinese brands when they have to spend large amounts of money. They still only have 2 options when thinking about buying a high-end smartphone, which is Samsung and Apple.

Market research company GfK announced a statistic in

2019, 99% of users who buy smartphones priced at over VND 15 million choose Samsung or Apple brands. This trend is also understandable because users often have the mentality of choosing famous and established brands in the market when choosing to buy high-value models.

In the high-end segment, Apple holds over 66% market share, more than double Samsung's 32%. This is the reason why Apple's total sales are very low compared to Samsung and Oppo, but the revenue it brings is greater than Oppo's, because iPhone prices are always high.

In 2019, Apple still dominated the global high-end smartphone market with a 52% market share, followed by Samsung (25%) and Huawei (12%).

Apple has no rival in the high-end smartphone market. Southeast Asian countries are becoming potential markets for Apple, including Vietnam, a strong iPhone consumer market. Vietnam is considered as a potential market for high-end smartphones, because Vietnamese users use iPhone a lot, young population, technology connoisseurs, the rapid growth of the Internet, the middle class in Vietnam. VN is forecast to double by 2020. Vietnam possesses a large population and great potential for manufacturing as well as retail, the need to "show high status", the preference for using high technology. The increasingly popular level has boosted iPhone demand in Vietnam.

However, the lack of breakthroughs in smartphone design and high price positioning makes users turn away. Neither Apple nor Samsung really have breakthroughs to stimulate users to spend to shop. The high-end iPhone or Galaxy generations are just slight upgrades, similar in shape, not attractive enough for users, the price is pushed out of reach, typically Apple.

#### **4.2.2 Market segment of mid-range and low-priced smartphones**

In the mid-range and low-priced smartphone segments, Samsung leads with 44% market share, far ahead of OPPO (about 25.2% market share) and Apple (about 6% market share). Samsung has a massive product portfolio and is spread across many segments in the Vietnamese smartphone market, from low-priced smartphones at the price range of VND 3 million to VND 50 million, 75% of Samsung's products are located in Vietnam. The price range is under 13 million VND, which means that it competes directly in the most exciting smartphone segment in Vietnam.

In recent years, Samsung has not hesitated to bring high-end features to mid-range phones before considering popularizing them on high-end models like the Samsung Galaxy S or Note. This strategy helps Samsung gain a solid position in a segment that is still considered difficult, especially with the competition of Chinese brands.

For example, Samsung's 2018 Galaxy A8 was the world's first phone with four rear cameras. This is really surprising and interesting in the context of Samsung's most high-end phone in the second half of 2018 is the Samsung Galaxy Note9 at that time with only a dual camera cluster on the back.

As a leader, instead of following trends, Samsung focuses on researching products with its own identity. Its mid-range smartphones are invested as well as devices in the high-end segment. That's why each of Samsung's mid-range phones has a different element.

The target customers of this segment are dynamic young

people who aspire to own trending technology devices, diverse needs, and affordable prices. However, the characteristic of this segment is that customer loyalty is not high.

#### **4.3 Discussing research results**

The smartphone market has always been diverse and rich with many product segments and different trends to reach diverse users. From the high-end to mid-range segments, there are quality and affordable product lines for everyone. The best smartphone is not necessarily the right smartphone, but a suitable smartphone does not need to be expensive. That is why the low-cost smartphone segment appeared, reaching an additional segment of users and giving them modern technology experiences at a reasonable price.

Unlike Apple, which focuses mostly on one or two price segments, Samsung has decided to stretch its products from low-cost to high-end. This makes it easy for Samsung to reach a wide range of users, suitable for many industries and smartphone usage purposes, and significantly increase sales. Samsung is strong in the mid-range segment but has some difficulty in the high-end segment when it has to confront the iPhone. However, covering all segments helps Samsung have a more sustainable development strategy in the Vietnamese market.

The lack of breakthrough in smartphone design and too high price positioning makes users turn away. Neither Apple nor Samsung really have breakthroughs to stimulate users to spend to shop. The high-end iPhone or Galaxy generations are just slight upgrades, similar in shape, not attractive enough for users, the price is pushed out of reach, typically Apple.

Smartphone users are turning to smartphones in the mid-range segment because they are more valuable for their money. But in this segment, Apple does not have many products to compete with. Even Apple's newest and cheapest iPhone models are priced above the mid-range price range.

Not only Samsung, Chinese smartphone companies such as Huawei, Xiaomi, OPPO, Vivo are also improving their product portfolios in the mid-range and low-end segments because they realize that the purchasing power in the high-end segment is saturated. Huawei is closely following Samsung in terms of smartphone market share globally.

The smartphone market in general is facing a great danger that is a global recession due to Covid-19, which will make user's demand for new and expensive smartphone models will decrease; besides, smartphone manufacturers will face supply chain disruptions; especially if the epidemic continues for a long time and does not stop, surely the smartphone market will continue to be seriously affected.

China is one of Apple's biggest markets and where iPhones are assembled. Due to the mass closure of factories here during the Covid-19 outbreak in China, causing a global shortage of iPhones. While Apple has now reopened stores in China, all other retail locations around the world are closed indefinitely. Some new iPhone products have had to delay the launch date on the market or have to change the way of launching, not as popular as before due to the social distancing requirements of some countries.

Major global economies have entered a period of lockdown due to the development of Covid-19, which has suppressed consumer demand. During this period, consumers are becoming more and more cautious in their spending. Smartphone purchases will be affected. Falling demand,

coupled with the closure of retail stores worldwide, has had a severe impact on the smartphone market.

## 5. Conclusion

### 5.1. Recommendations

In the midst of countless mid-range and flagship smartphones, the immediate thing that Apple and Samsung need to do now is to create a smartphone with highlights of new improvements from cameras to materials and design with a high level of quality. reasonable price. Adding a product, adding a segment is adding choices and decisions for users, more importantly, adding new experiences. The development orientation of each smartphone brand will be different and the product properties will also be separate. Every brand needs to choose their target audience and turn them into their loyal fans.

### 5.2 Proposals

Smartphone manufacturers in general, and Apple and Samsung in particular, need to create products at a price that is not too high and suitable for all types of users. This smartphone will have the right features to meet the basic needs of everyday users. To attract more and give everyone the opportunity to experience the modernity in each feature, Apple and Samsung need to choose the basic features that will appear on the smartphone, select the appropriate improvements and apply them. on smartphones, such as big screen, 2 days long battery, low light imaging, portrait photography, Face unlock... Surely in the not too distant future, the race between mobile phone companies will become increasingly fierce and fierce. unpredictable, thus requiring Samsung and Apple to always actively explore, innovate and improve to launch smartphone models with unique shapes and features that are increasingly perfected and added to gives users maximum convenience with the motto: the whole world in the palm of your hand.

### 5.3 Solutions

The topic proposes the following solutions for both Apple and Samsung brands to refer to in the process of developing their markets and products.

#### Product development solutions

Focus on investing in product upgrades: recent versions of Apple and Samsung have not made as many breakthroughs as in the past, so the possibility of market saturation is also likely. Therefore, it is necessary to focus on investing in upgrading their products both in design and in configuration to be able to maintain consumer appeal. Paying due attention to the development of high-end smartphone products: This is one of the segments that bring a relatively large source of profit, especially in Asian markets like Vietnam, the number of people with high incomes is increasing. At the same time, the consumption trend is to choose quality and classy products, so the high-end smartphone market needs to pay attention. Pay attention to product launch tactics: The time to introduce new products must be carefully calculated to avoid the case of stagnation and loss of the leading opportunity. Moreover, the launch of new products with many improvements will enhance the perceived value of customers, thereby helping the company improve its competitive position.

#### Market development solutions

Although currently Samsung and Apple are still two leading companies in the smartphone market in Vietnam and the world. But besides that is the close follow and fierce competition to narrow the gap to rise to the top of other brands such as Huawei, Xiaomi, Oppo, Vsmart... Therefore, companies need to carefully choose Choose the appropriate strategy to dominate the market. In the long term, the high-end smartphone market in Vietnam has great potential for development because many people are willing to spend tens of millions of dong to buy a satisfactory smartphone. However, in the short term, due to the impact of the Covid-19 epidemic, consumers will become cautious in spending, the high-end market segment is unlikely to develop as expected by firms. To gain market share, Samsung and Apple need to have a breakthrough plan to convince young consumers who always want to experience the latest technology, but at an affordable price range, will integrate high-end features into the product range. mid-range to help users of all segments can touch and experience the earliest technological advancements.

#### 5.4 Strengths and limitations of the thesis

##### 5.4.1 Strength:

The research objective is to compare the market and product development potential of Apple and Samsung in order to provide solutions and recommendations for both Apple and Samsung brands to refer to in market and product development. The study achieved the following research results:

The topic has synthesized the theoretical basis of market positioning such as the concept of market positioning, key activities of the positioning strategy, presented the basic steps in the process of market positioning; theoretical basis of the strategy of product differentiation in competition in aspects such as the concept of product differentiation strategy, the differences that need to be kept in mind when building a product differentiation strategy in competition. The topic also mentions factors affecting competitiveness, including external factors such as demographic environment, economic environment, technological environment, socio-cultural environment, environmental natural, political environment; internal factors such as business, competitors, customers, suppliers.

The topic also presented research methods, research objectives and a brief overview of a number of related domestic and foreign studies.

Besides, the topic introduces the overview of Apple and Samsung companies, the branding strategy of Apple and Samsung, presents the potential for market development and products of Apple and Samsung in Vietnam and in the world. according to the high-end - mid-range - low-priced market segments, giving general assessments on this issue.

##### 5.4.2 Limitations:

Although remarkable results have been achieved as described above, the research topic cannot avoid certain limitations that need to be supplemented and perfected by further studies. The first problem is related to the object and scope of the study. Within the scope of this research paper, the research team has focused on analyzing the potential development of a few key products such as smartphones and

smartwatches, focusing on the Vietnamese market and some neighboring markets in the Southeast region. ASIAN. It would be perfect if we could evaluate some other potential products such as Ipad, Ipad, Macbook, Samsung Pay, Apple Pay... and expand the research scope to some other countries around the world. The second problem is related to the survey method of data collection. Due to time constraints and access conditions, this study only collects data based on previous studies related to this issue. These studies are posted on highly reliable websites.

### 5.5 Future research directions

From the theoretical foundation combined with the current research on the market and the potential for product development of Apple and Samsung, the topic has proposed a number of solutions for both Apple and Samsung brands to refer to. in the process of developing their markets and products, specifically product solutions, pricing strategy solutions, distribution strategy solutions, promotion strategy solutions, promotion solutions. advertising work.

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