

# TheCaseSolution.com

### Outline of Industry

### Reasons For Market Dominance in the Industry

## Mobile Phone Industry

By Chirag & Arunth

### Regulation & Control

### Impact of Dominance on Consumers

**Key Players**  
The mobile phone industry is dominated by a few key players, including Apple, Samsung, and HTC. Apple's iPhone is the most popular smartphone, while Samsung's Galaxy series is the most popular Android phone. HTC is also a major player in the industry.

**History**  
The mobile phone industry has a long history, starting with the first mobile phone in 1973. The industry grew rapidly in the 1990s and 2000s, driven by the popularity of mobile phones and the rise of mobile internet services.

**Leaders - Samsung**  
Samsung is the leading mobile phone manufacturer in the world, with a market share of over 20%. The company's Galaxy series is the most popular Android phone, and it has a strong presence in both the developed and developing markets.

**Barriers to Entry**  
The mobile phone industry has high barriers to entry, including economies of scale, network effects, and brand loyalty. New entrants must have a strong marketing strategy and a competitive product to succeed in the industry.

**Barriers to Entry (Cont)**  
In addition to economies of scale, network effects, and brand loyalty, the mobile phone industry also has high barriers to entry due to the high costs of research and development, marketing, and distribution.

**Increasing Dominance by Mergers**  
The mobile phone industry has seen a trend of increasing dominance by mergers, as companies seek to expand their market share and reduce competition. Examples include the merger of AT&T and T-Mobile, and the merger of Verizon and Vodafone.

**Regulatory Authority**  
The mobile phone industry is regulated by various government agencies, including the Federal Communications Commission (FCC) in the United States and the European Commission in Europe. These agencies oversee the industry's operations and ensure that consumers are protected.

**FCC's Mobile Phone Industry**  
The FCC has a long history of regulating the mobile phone industry, from the early days of mobile telephony to the current era of smartphones. The FCC has issued numerous rules and regulations to ensure that the industry operates in a fair and competitive manner.

**Apple vs Samsung**  
The rivalry between Apple and Samsung is one of the most intense in the mobile phone industry. Both companies have produced some of the most popular smartphones in the world, and they are constantly competing for market share and innovation.

**Price**  
The mobile phone industry is characterized by high prices, particularly for smartphones. This is due to the high costs of research and development, marketing, and distribution, as well as the industry's focus on high-end products.

**Quality**  
The mobile phone industry is known for its high quality products, particularly in terms of design, performance, and durability. This is due to the industry's focus on innovation and the high standards set by leading manufacturers.

**Choice**  
The mobile phone industry offers a wide range of choices for consumers, from basic feature phones to high-end smartphones. This is due to the industry's focus on innovation and the high standards set by leading manufacturers.



# TheCaseSolution.com

### Outline of Industry



### Reasons For Market Dominance in the Industry



## Mobile Phone Industry

By Chirag & Arunth



### Regulation & Control



### Impact of Dominance on Consumers



#### Key Players

The mobile phone industry is a highly competitive market with several key players. The industry is dominated by a few major players, including Apple, Samsung, and Sony. These companies have a significant market share and are constantly innovating to stay ahead of the competition. The industry is also characterized by high R&D spending and a focus on user experience.

#### History

The mobile phone industry has a long and interesting history. It began in the 1970s with the first mobile phones, which were large and expensive. Over the years, the industry has evolved significantly, with the introduction of feature phones and then smartphones. The industry has grown rapidly, and is now a major part of the global economy.

#### Leaders' Strategy

The leaders in the mobile phone industry have adopted a variety of strategies to maintain their market position. Some have focused on innovation and R&D, while others have focused on marketing and branding. Some have also adopted a focus on user experience and customer service. The industry is highly competitive, and leaders must continue to innovate and improve their products to stay ahead.

#### Barriers to Entry

There are several barriers to entry in the mobile phone industry. One of the most significant is the high level of R&D spending required to develop new products. Another barrier is the strong brand loyalty of consumers, which makes it difficult for new entrants to gain market share. Additionally, the industry is highly competitive, and established players have a significant advantage.

#### Barriers to Entry (Cont)

Another barrier to entry is the high level of capital expenditure required to build manufacturing facilities. This is particularly true for large-scale manufacturers, who need to invest in expensive equipment and infrastructure. Additionally, the industry is highly regulated, and new entrants must navigate a complex regulatory environment.

#### Increasing Dominance by Mergers

There has been a significant increase in mergers and acquisitions in the mobile phone industry in recent years. This has led to a more concentrated market, with a few large players dominating the industry. Mergers have allowed companies to combine resources, reduce costs, and improve their competitive position.

#### Regulatory Authority

The mobile phone industry is subject to a variety of regulatory authorities. In the United States, the Federal Communications Commission (FCC) is the primary regulatory authority. In other countries, there are similar regulatory bodies. These authorities are responsible for enforcing rules and regulations that govern the industry, including rules related to spectrum allocation and consumer protection.

#### Apple vs Samsung

Apple and Samsung are two of the most prominent players in the mobile phone industry. They have both achieved significant success, and are often compared to each other. Apple is known for its high-quality products and strong brand loyalty, while Samsung is known for its wide range of products and aggressive marketing strategy. The competition between the two companies is intense, and has led to a variety of legal battles and trade wars.

#### Price

The price of mobile phones has decreased significantly over the years, making them more accessible to a wider range of consumers. This has led to a rapid increase in the number of mobile phone users worldwide. The decrease in price has also led to a more competitive market, with many new entrants joining the industry.

#### Quality

The quality of mobile phones has improved significantly over the years, with many new features and capabilities being introduced. This has led to a more sophisticated and powerful mobile phone market. Consumers now expect high-quality products with long battery life, high-resolution screens, and a variety of other features. The industry is constantly innovating to meet these demands.

#### Choice

The mobile phone industry offers a wide range of choices for consumers, from basic feature phones to high-end smartphones. This has led to a more diverse and competitive market. Consumers can now choose from a wide variety of brands, models, and price points. The industry is constantly innovating to provide new and improved products to meet the needs of different segments of the market.





# Mobile Phone Industry

By Chirag & Arunth



n & Control





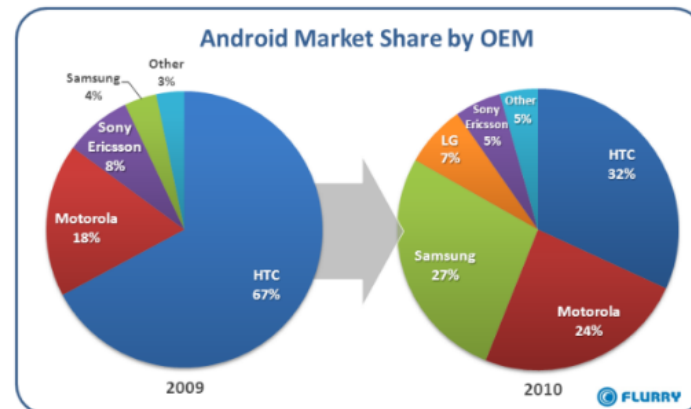
# Outline of Industry



# Key Players

The main firms in the mobile phone industry are:

- Apple, Samsung and HTC, who all have solid market shares.
- Samsung, as of November 2012 remains the most dominant firm with a market share of 26.9%.
- It is closely followed by Apple, whose' market share (in November 2012) was 18.5%
- The less dominant firms in the mobile phone industry are: LG (market share of 17.5%), Motorola (market share of 10.4%) and HTC (market share of 5.9%).



Source: Flurry Analytics



# History

In recent times, Nokia's market share and status in the mobile phone industry has significantly declined.

Nokia had an 8.2 percent sales share of the smartphone for the first-quarter of 2012 according to IDC, but this was down by more than 50 percent year over year.

Nine months later, Nokia's market share fell below the 4.3 percent market share figure, where fifth-place Huawei currently stands.

Nokia's market share has declined—in both smartphone and feature phone categories—despite aggressive pushes to the developing and emerging markets, notably Indonesia for BlackBerry, and Africa and China for Nokia.

Nokia retained its second place hold on the feature phone segment, but declined by 23.9 percent year over year, with just 17.9 percent of the market.

Nokia however are trying to catch up and are after posting profits once again.

<http://www.bbc.co.uk/news/business-21180430> (video)

# Leaders- Samsung

Samsung accounted for one in four of all mobile phones shipped worldwide last year, as its shipments rose nearly 20% to almost 397 million units, a report by Strategy Analytics says.

The Korean company said its profits surged 76% in the last three months of 2012, helped by sales of its Galaxy smartphones.

Samsung became the world's biggest smartphone maker last year, overtaking its main rival, Apple.

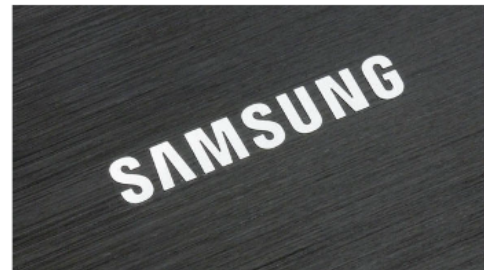
Computer Weekly's Editor-in-Chief, Bryan Glick, told the BBC News Channel the firm's success was down to its wider range of products.

"Samsung have got products which can match Apple and are very popular at that high-end, but they've also got smartphones and lower-end phones that appeal to people that don't have so much money."

<http://www.bbc.co.uk/news/uk-21205625> (video)



## **Reasons For Market Dominance in the Industry**



**SONY**

