**Advertising and Brand Management (MGM – 02)**

**Project Proposal**

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# **Imaginary product – A Samsung Laptop with Exynos X chip.**

# **Idea:**

Samsung is a well-known company is market of smartphones and Samsung also manufactures processing chips for its smartphones from many years. Looking at the current market Samsung doesn’t seem strong in laptop market, as like it is in smartphone market. Samsung can change its current situation if it launches its laptop with its own processing Chip, Exynos X.

# **Deep into Idea:**

In the year of 2021, Samsung was able to defeat snapdragon 888 chip in term of CPU power by its Exynos 2100, but lacked in GPU power, which made SD-888 best android smartphone processor of 2021. But this may change in year of 2022, as Samsung is working with AMD to improve the GPU in upcoming Exynos which will ultimately make Samsung best smartphone chipset manufacturer as according the early benchmark leaks, Samsung upcoming Exynos will defeat Apple Bionic chips too.

Samsung can use this improved technology to manufacture a chip with higher number of bigger CPU and GPU cores which will boom the market share of Samsung in laptop market. The new Exynos may offer improved functions, including extraordinary computing power and battery efficiency, by utilizing a 3-nanometer processing technology. The new Exynos chip will reportedly work with a GPU jointly developed by AMD.

# **Advantage Over Competitors:**

As Samsung laptops runs on windows OS, this laptop will be leading windows laptop. The power, battery efficiency, heat management, light weight and price of laptop will be so great, making this best option for students and professional workers who carry lightweight laptops in their daily works.

Samsung being biggest smartphone manufacturer and distributer, the laptop from Samsung will bring lots of customization over Windows OS, making it easier to connect with Samsung smartphone. With this product Samsung will be the company to develop an efficient ecosystem with freedom of Android and Windows OS.

Developing Samsung ecosystem, Samsung will be the company to compete with Apple in all criteria. Not only in term of ecosystem, but also in performance as working with AMD, Samsung will have technology to deliver more power at lower cost than Apple.

# **Features of Product:**

* Processor chip developed by Samsung and AMD.
* Amoled Display from Samsung with best in class display quality and battery efficiency.
* Under-display webcam technology.
* Great speaker output.
* Big battery to power laptop for more than 20 hours.
* Slim and modern design with baseless screen, curved corners.
* Light weight, highly portable.
* Good quality keyboard and touchpad.
* Fast RAM and SSD.
* All ports as in demand.
* Additional option –
* QHD, 120Hz adaptive screen
* Touch screen
* More RAM and SSD
* Special color with matte finish

# **Goal of Project:**

The only goal of the project is to make a media plan for the promotion of this product in the targeted regions, to the targeted people and at the targeted time, by the Samsung company. The media plan will include all the strategies Samsung need to apply to take over the competitors with the product, as well as to aware people about the latest advance technologies and features Samsung is offering with this product.