

CONCLUSIONS

APPLE PHONE

- It is observed that the best specifications and better memory is offering by Apple phone. But the cost of Apple products are up to 1.5 lac. Which was not be affordable for all.

SAMSUNG:

- The next smartphone Brand Samsung is offering better specifications but the prices are competitive to Apple products. Samsung mobile top specifications phones are also not Affordable to all.

OPPO,VIVO,REDMI

- The other brands like Oppo, Vivo, Redmi are also offering mobiles at top specifications missing some features like battery capacity and memory at mid range prices.
- So these were also considered to purchase alternatives to Samsung and Apple.

REALME

- The Brand Realme which is found offering 12 GB RAM and 256 GB ROM. Which is priced at 35999 which has become competitive to top spec mobiles of other brands which are priced at double to this product.
- The products from Realme are offering Class specifications at lowest prices.

Hence I conclude that Realme is the Brand offering Better product for Better value.