**How does Samsung differentiate itself from Apple**

Samsung is a South Korean multinational conglomerate with headquarters in Seoul, Korea.

Samsung electronics is part of that group and accounts for about 70% of the revenue

In the smartphone/ tablet industry

Samsung uses scattershot product strategy – meaning they produce a lot of products at every possible price and size possible to satisfy as many consumer wants as possible

There are different price strategies for different products as well,

Such as price skimming for higher end/ higher quality goods that are high in demand

As well as competitive pricing for mid-range and lower end goods (they are usually the fastest/ one of the faster ones to launch their product so that they can set the price first and other companies can compete with them)

In the galaxy series alone, there are

i) Galaxy Note series
ii) Galaxy Y series
iii) Galaxy S series
iv) Galaxy Tab series
v) Galaxy Grand series

^ However, this may lead to a lot of wastage

Unlike Apple, which only produces about 1 iPhone a year

Samsung recently came up with newer USP such as the curved screen and waterproof phones such as the Samsung galaxy s7. It also has features unique to the iPhone such as a stylus for many of its phones and tablets and needless to say the software on both phones are different. Samsung uses the android

Because of the software difference, Samsung would appeal to people who already have computers that are run by windows since they are compatible.

Besides manufacturing their phones, they also manufacture their own chips because they adopt a vertical integration (upwards)

Samsung's emphasis on vertical integration has allowed them to produce at a much lower cost than their rivals, Apple, which imports most if not all their components from others.

Samsung is present in dozens of markets, including flat panels, sensors, LED lights, batteries, gaming systems, cameras, TVs, appliances, cellphone carriers, tablets, smartphones and even medical electronics.

Samsung also prides itself in having better after sales service as compared to Apple tech support, which frequently gets complained about.