

To : XXX, Purchasing Manager

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Subject : Report on Purchasing of New Mobile Smart Phones

### **Conclusion**

To provide best balance between profit and loss, it should be a better idea to choose Samsung Galaxy Nexus device as a new mobile smart phone for purchasing as it outweighs its opponents over an average comparison of below facts. It will also ensure optimum performance for our workers and provide us with a better company budget outcome on this issue.

### **Introduction**

Recently I became aware of a problem with our company's mobile phones which we should change because the former mobile phones do not use necessary new technologies for company workers and I feel the need to notify you for this issue. And as you requested, here is the report concerning the choice of a replacement for our company mobile phones. On the basis of information obtained from market and recommendations from references, I have selected three different manufacturers' mobile phone models for final consideration: Samsung Galaxy Nexus, Apple iPhone 4S and HTC Sensation XE. This report compares these mobile phones based on six factors, which are: talking times, screen features, processing powers, operating systems, storage capacities and prices.

### **Talking Times**

Samsung Galaxy Nexus offers a very long talking time. iPhone 4S performs quite good talking time too, but HTC Sensation XE's talking time capacity is the least among them. The following table shows brief information about the talking time of each model.

Mobile Phone Model	Talking Time
1. Samsung Galaxy Nexus	17.6 hours
2. iPhone 4S	14 hours
3. HTC Sensation XE	9.2 hours

### **Screen Features**

On account of screen features, Samsung Galaxy Nexus is an outstanding choice. The table below provides facts in which Samsung Galaxy Nexus ranks consistently higher than other two in screen comparison. Although iPhone has the smallest screen, it has higher screen resolution than HTC Sensation XE and this makes sharper display quality. Samsung Galaxy Nexus has Super AMOLED screen which is the best screen technology in recent times. TFT LCD screens and Super LCD screens have almost same features, so there is no significant difference between iPhone 4S and HTC Sensation XE when display panels are considered.

Mobile Phone Model	Screen Resolution	Screen Size	Screen Type
1. Samsung Galaxy Nexus	1280x720	4.6"	Super AMOLED
2. Apple iPhone 4S	960x640	3.5"	TFT LCD
3. HTC Sensation XE	960x540	4.3"	Super LCD

### **Processing Powers**

HTC Sensation XE's processor has greater performance either Samsung Galaxy Nexus or Apple iPhone 4S. The following table shows that HTC Sensation XE's processor is almost two times faster than Apple

iPhone 4S's processor. Samsung Galaxy Nexus has an average processing speed. Apple iPhone 4S's processor seems slow among them when we compare processor speeds. Mobile phone's memory usage depends on their operating system, so memory capacities do not affect their performance too much.

Mobile Phone Model	Processor Speed	Memory
1. HTC Sensation XE	1.5 GHz	768 MB
2. Samsung Galaxy Nexus	1.2 GHz	1024 MB
3. Apple iPhone 4S	0.8 GHz	512 MB

### **Operating Systems**

When we compare these device according to their operating systems, Apple iPhone 4S seems to be the best choice. Although Apple iPhone 4S does not support Adobe Flash, it has iOS 5 operating system and it has the widest range of application variety. Despite both Samsung Galaxy Nexus and HTC Sensation XE are operated with Android Platform, Samsung Galaxy Nexus uses a newer version of Android Operating System than HTC Sensation XE. Android platforms support Adobe Flash and it has average amount of applications variety.

Mobile Phone Model	Operating System	Adobe Flash	Applications Variety
1. Apple iPhone 4S	iOS 5	None	Too Many
2. Samsung Galaxy Nexus	Android 4.0	Supports	Average
3. HTC Sensation XE	Android 2.3	Supports	Average

### **Storage Capacities**

According to internal storage capacities, Apple iPhone 4S has the largest storage. Apple iPhone 4S's storage is four times larger than Samsung Galaxy Nexus which is Apple iPhone 4S's nearest competitor. HTC Sensation XE shows very poor performance on basis of internal storage capacities. But HTC Sensation XE has an external memory slot, which means that HTC Sensation XE's storage can be increased by external memory card with a disadvantage of extra cost.

Mobile Phone Model	Internal Storage	External Storage
1. Apple iPhone 4S	64 GB	None
2. Samsung Galaxy Nexus	16 GB	None
3. HTC Sensation XE	4 GB	Supports

### **Prices**

The following table clearly indicates that Samsung Galaxy Nexus is the cheapest device, HTC Sensation XE has the second place and Apple iPhone 4S is the most expensive device among them. Apple iPhone 4S price seems extremely high; it can bring huge charge to company's budget. When devices' price tags are compared, Samsung Galaxy Nexus is the best choice among them.

Mobile Phone Model	Price
1. Samsung Galaxy Nexus	1550 TL
2. HTC Sensation XE	1750 TL
3. Apple iPhone 4S	2400 TL