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| Product  Features | Current State | GAP | Future State | Action Plan |
| Innovation & Features | Samsung offers high-end features like foldable screens and S-Pen support. | Apple still leads in seamless ecosystem integration and long-term software support. | Improve One Ul experience, ensure 5+ years of software updates. | Invest in Al, software optimization, and seamless cross-device experience. |
| Pricing & Affordability | Samsung has premium pricing for flagships and budget options under Galaxy A/M series. | Mid-range competition from Xiaomi, OnePlus, and Realme affects market share. Stock Android phones (like Pixel) offer a cleaner experience. | More competitive mid-range offerings with premium features. | Optimize production costs, introduce budget-friendly innovations. |
| Software Experience | One Ul is feature-rich but has pre-installed bloatware. | Stock Android phones (like Pixel) offer a cleaner experience. | Improve software fluidity and reduce unnecessary apps. | Reduce bloatware, optimize Ul speed, and enhance customization. |
| Battery & Charging | Offers 25W-45W charging, but slower than some competitors. | Xiaomi and OnePlus offer 80W-120W fast charging. | Introduce faster charging technology to keep up. | Research ultra-fast charging while maintaining battery health. |
| Customer Support | Strong global support network with service centers. | AppleCare provides better overall customer satisfaction. | Enhance customer service experience with faster resolutions. | Improve training, implement instant support chat, and expand service coverage. |