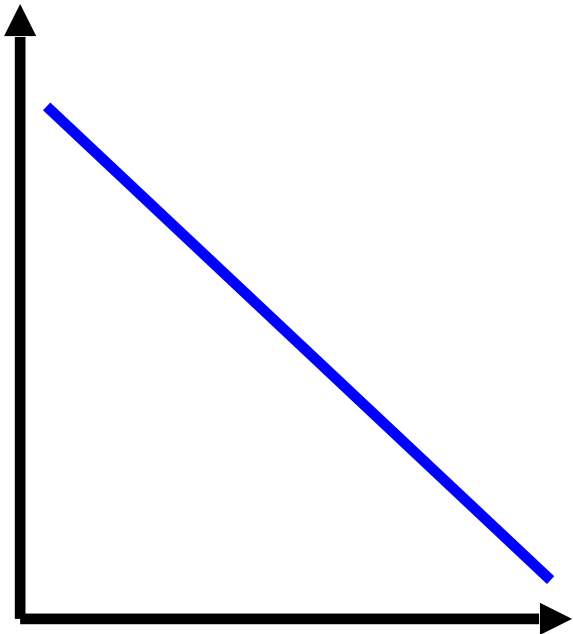


***Price***



**D**

***iPhones***

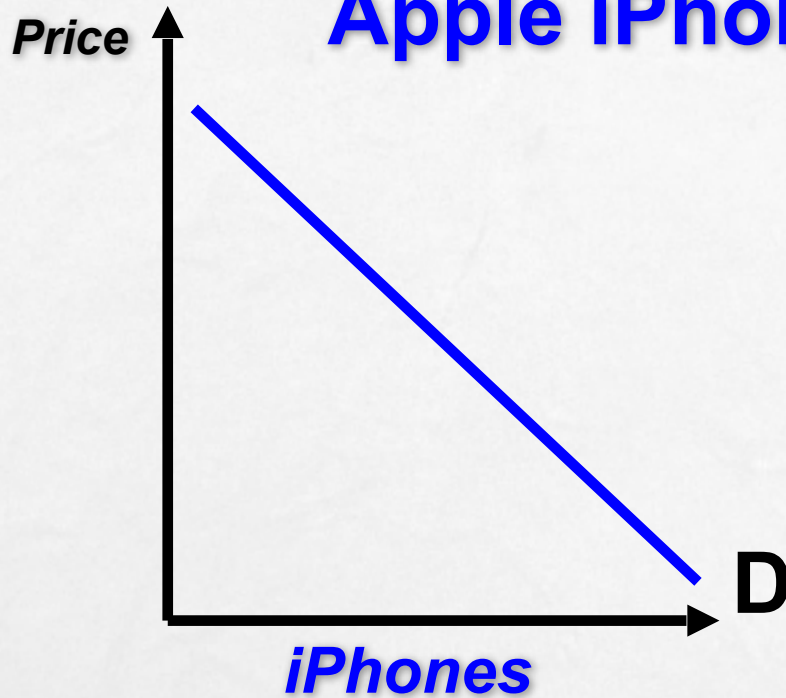
**What happens to  
Demand for  
Samsung?**

Price of Samsung increases

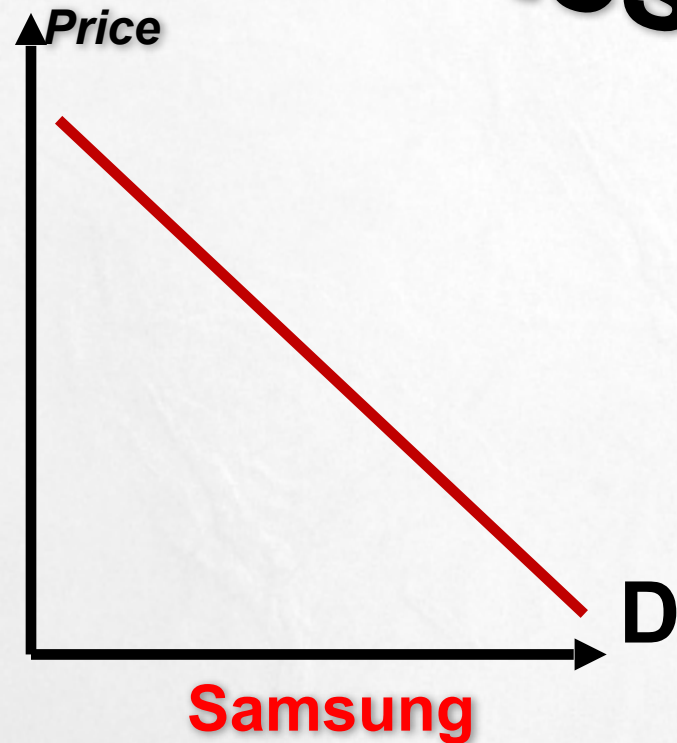
***Substitutes***



# Apple iPhone and Samsung



**Substitutes**



What happens to  
**Demand** for  
Samsung?

Price of **Samsung** increases

# Price of **Samsung** increase

