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Assignment 2

Product based vs Service Based Companies.

The companies who sells their products to the consumers are called product-based companies. The main goal of these kind of companies is to promote and sell their goods. The purpose of product-based companies is to make a better goods to sell them in the market. Product based companies are in large scale and they must cater larger number of consumers and it is often very hard to satisfy every individual. But, if you are trying to work in the product-based company then it is considered better than service-based companies, due to its pay rate and work environment and ethics. For example: Apple, google, Amazon, Adobe, Cisco are considered as product-based companies. If we taken an example of apple, it is considered as one of the largest software company, which makes great electronics devices. The main purpose of apple is to sell their iPhone, laptops, I pad to the consumer. The consumers are not always satisfied with their product whenever they launch them, but their goal is to make product better.

Likewise, Service-based companies are the one who sells their services. Their main purpose is to cater a consumer according to their needs. They work to fulfil the client’s requirements. Service-based companies are in large scale as well as in small scale. If we take an example of the largest web company Amazon which is also a product-based company that provides service like Amazon prime service to the consumer of two days delivery, which is not offered by other delivery service at the price. Also, if we take an example of small-scale company like ConsultAdd then it provides a consulting service to the client according to their needs. But if anyone is trying to work in service-based companies then it considered very competitive due to the constant fulfilment of the client’s needs as it is very necessary to make every client happy.

Literature Survey.

Literature Survey is a Technical survey which is scholarly sourced. We use literature survey to find out what approaches people have used in the past so that we could avoid any duplication as well as controversy. It will also help us clarify our work and avoid plagiarism. Literature survey is very helpful to gain a knowledge and the background of the work which enables to create a good context of our work.Googling is not considered a literature Survey. The way to take literature survey is to get access to the books from the library, reviews, summary, critical evaluations, handbooks, bibliographies sources, reference books, etc. So, the main purpose of the literature survey is to provide a critical written work considering and understating the aspect of the referring the sources.