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Draft Proposal

**Draft Proposal: Samsung vs. Apple**

This project proposal argues that there are many individuals that prefer Apple devices, while others prefer Samsung devices for many technical reasons. Apple and Samsung are two very popular companies that provide many electronics to the world for their daily use. Two very popular and most sold devices are cell phones and iPads/tablets. Many prefer Apple devices while others prefer Samsung devices. It has been a struggle these days to decide which brand of device is better, most especially when deciding to purchase a cell phone. Individuals would look at the quality of the phone, for example the quality of the phone’s camera and how well the photos are, compatibility, storage, etc. There are many pros and cons of the two device companies.

The primary questions that many would ask are which brand of device is more compatible and better to use, applications wise and which brand will last longer and is more durable. Usually, when I purchase a device, I would look at the Bluetooth features; download capabilities, camera quality, storage capacity and battery quality.

The secondary questions that many would also ask are which brand is cheaper, but still has great quality and what are the pros and cons of each device. Cheap is always what many would look for when purchasing an item, but also we look for the quality of the items that are being purchased. Consumers love a win-win situation, which means they want to purchase an item at a descent price with quality.

The two companies, Apple and Samsung have gone through 50 lawsuits around the globe and billions of dollars in damages claimed between them. Apple won a ruling in favor of the U.S. while Samsung won rulings in South Korea, Japan, and the UK. Samsung won a limited ban from the U.S international trade commission on sales of certain Apple products after the commission found out that Apple violated a Samsung patent. It has come to show that Apple and Samsung have been competing with one another to meet the needs and wants of all consumers. At this time of the modern century it has come down to the comparison of Apple and Samsung products.

Source: <https://en.wikipedia.org/wiki/Apple_Inc._v._Samsung_Electronics_Co>.