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### Comparative analysis of product policy of Samsung and Huawei

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#### Abstract

When smartphones began to take the throne in Vietnam, surely many users will immediately think of the "Samsung vs Apple" battle. 2 giants of the mobile industry, a pioneer who changed the concept of mobile phones, a pioneer in making smartphones available to everyone. As the competition continues, Samsung still holds the No. 1 position in terms of market share, Apple is at No. 2. Then, in the country known as the factory of the world - China, A third force appeared. Huawei, has accelerated strongly in the smartphone field since 2013. In 2018, Huawei dethroned

Apple's No. 2 position and by 2019 it was far behind Apple with a gap of 47 million units (Strategy Analytics). And In the Android world, the "war of kings" between Samsung and Huawei is the focus of many experts, as well as users. This study focuses on comparing the success of two giants Samsung and Samsung Huawei is built on the foundation of a unique and consistent product policy in the Vietnamese market from which to draw lessons that lead to the success of product policies in international marketing to make their products popular. known and present all over the world.

**Keywords:** Samsung, Huawei, Smartphone, Product Policy

#### 1. Introduction

A product is anything that can be offered to a market for attention, acquisition, use, or consumption in order to satisfy a need or want. Products can be tangible objects, intangible services, locations (lease of location, lease of production and business premises), inventions, inventions... When creating products, businesses need to be fully aware of its three levels in order to satisfy consumer expectations. Product policies are established guidelines, rules, methods, and procedures associated with product development and innovation to support and promote the achievement of defined objectives. Product policy includes all oriented solutions for product development, making products always adapt to the market, meeting market demand in a defined strategic period. Studying the product policies of Samsung and Huawei in the Vietnamese market will help us learn many valuable lessons in shaping product strategies for Vietnamese businesses.

#### 2. Basis of products policy

##### 2.1 Products from the marketing point of view 7P (Product)

The product is the first and most important element of the marketing mix. From the point of view of Marketing, a product is essentially everything, the benefits that companies offer to customers and they perceive. Each unit of product offered for sale is composed of many different elements. These elements are arranged into three basic levels: core product, actual product, and complementary (complete) product. Each level has its own role, but all three levels form a finished product.

A product is any element that can satisfy a consumer's wants that is offered for sale in a market for the purpose of attracting the attention of purchase, use or consumption. From a Marketing 7P's point of view, the product must be tied to the needs of consumers in the market, so we must consider it as a systematic concept that includes elements such as: physical elements: including chemical and physical properties of the product and including the physical and chemical properties of the packaging; non-physical factors: including name, logo, brand, usage, product identification, customer's product consumption habits that businesses must direct to product line is a set of models (type, size, type) of a commercialized product in a particular market (Tien, Dat & Chi, 2019). A product mix is a set of product ranges commercialized by a manufacturer or offered to a given distribution channel.

Products include many different types on the basis of dividing them according to certain characteristics and criteria. To do marketing effectively, companies also need to change their marketing decisions accordingly. It is because of this that marketing for physical products and services, marketing for products whose purchases must be carefully considered compared to products purchased without much consideration or products for other needs. Specific needs and everyday consumer products

have different features.

With regard to products, there are a range of decisions that every company must take care of: decisions regarding individual goods, decisions about branding, decisions regarding packaging and service, and so on. product category and category decisions, decisions related to the design and marketing of new products, and marketing decisions related to the product life cycle. To form the above decisions, marketing managers need to have all the necessary information from customers - market competitors and considerations from the company.

## 2.2 New product development

New products are new for business purposes. We don't care if consumers consider them new. These new products include: brand new products are products that are derived from completely new inventions and innovations to meet completely new needs; new products or improvements from existing products; complementary products to existing products.

After the new product project is approved, the company needs a specific marketing strategy to develop that product. New product development strategy consists of three parts: Describe the size, market structure, customer attitudes in the target market. After that, it is expected to establish product position, sales volume, market share and profit targets for the coming years; present a general overview of product delivery and a forecast of marketing costs for the first year; presents future goals on indicators such as consumption, profitability and a long-term strategic view of marketing - mixed factors. With the data available before deciding on product design, leadership the company's management will conduct a final review of the attractiveness of the new product, carefully analyzing and considering the following criteria: sales, costs and profits. Subsequent testing will be conducted under market conditions, also known as new product testing. The company will produce a small series for testing under market conditions, the test subjects can be both customers, traders and experienced professionals. The objective is to explore purchasing power and general forecasting of consumption. After testing the market, the company will have a clearer basis to decide whether to mass produce the new product or not. If mass production is approved, the company must begin planning the production and marketing of the new products. Specifically, at this stage, the company must pass four decisions:

- When will the new product officially enter the market?
- Where will new products be launched?
- New products to focus on selling first?
- How are newly launched products sold? That means with supportive activities to promote effective product sales

## 2.3 The role and activities of Logistics in product development

Production of products requires raw materials, so to ensure that the production plan does not change, the source of raw materials must be provided on time, with the right quality and in the right quantity. The role of Logistics is to coordinate materials from many different sources to gather at the right time and place as planned. When only one type of material is not gathered on time, production cannot be carried out and other materials must be stored for this material, and workers will not have goods to produce during

that time. the factory still has to maintain fixed costs. If logistics is good, production will not be short of raw materials, will not be delayed, raw materials waiting for production and goods awaiting distribution will not be stored for a long time. This role helps to reduce the cost of storing raw materials, costs incurred if the production plan is not carried out as planned.

Logistics activities help in the movement of materials and goods for production and distribution to the end consumer at the right place and at the right time. In advanced production, the issue of JIT (Just in time) is imperative, Logistics activities help this issue be thoroughly implemented in the business.

The location of materials is one of the important roles of Logistics. At each time of production, the logistics manager must determine whether the raw materials for production must be on the way, in the warehouse waiting for production or in service. If the materials are in the warehouse, which shelf, which warehouse, how much space in the warehouse, is it optimized or not?

Logistics activities also determine what distribution channels, distribution types and means of transport are most reasonable and economical. An indispensable role of logistics activities is to help reduce costs at the lowest level. With the coordination of materials, locating materials, finding the optimal transportation method, Logistics activities have helped businesses save costs at the lowest level. The costs mentioned here include all costs related to direct production such as transportation costs, storage costs, capital costs, etc.

## 2.4 Trademark

According to the American Marketing Association, a Brand is "a name, word, sign, symbol, or design, or a combination of them, intended to identify and distinguish the goods or services of one seller or group of sellers with the goods and services of a competitor".

A brand is made up of two parts:

Pronunciation: are elements that can be read, affecting the listener's hearing, such as company names, product names, slogans, featured music and other pronounceable elements.

The unpronounceable: are the unreadable elements that can only be perceived visually, such as drawings, symbols, colors, designs, packaging and other identifiable elements. A brand can be anything that is attached to a product or service in order to make them easily recognizable and different from similar products.

The first thing in the branding process is to select and design for a product or service a name, logo, symbol, color, design, packaging and other distinguishing elements on the basis of the base analyzes the attributes of the products, the tastes and consumption behavior of the target customers and other factors such as laws, culture, and beliefs. We can call these different components of a brand the brand elements.

Brand elements of a product or service may be protected by law under:

forms are objects of intellectual property such as trademarks, trade names, export names, etc

origin, geographical indications, industrial designs and copyrights. The names for the products also come in different forms, with brand names based on people, based on places, based on animals. Some brand names use words that are inherently associated with product meanings or evoke important attributes or benefits. Some other brand names are

designed to include prefixes and suffixes that are scientific, natural, or otherwise.

Like brand names, other brand elements such as logos and symbols can be based on people, places and abstract objects in different ways.

It can be said that a brand is a form of expressing the outside, making an impression and expressing the inner for a product or business. Brands create people's perceptions and beliefs

consumers for the products and services offered by the business. Value of a brand is the potential profit that the brand can bring to investors in the future. To speak in other words, a brand is an intangible asset of a business.

To build an effective brand, businesses need to pay attention to ensure 8 necessary criteria including: 1. Competitive environment, 2. Target consumers, 3. Understanding consumers, 4. Product benefits, 5. Values, beliefs, personality, 6. Credibility, 7. Highlights turn on, 8. Brand spirit.

### 3. Research methods

To complete this report, we have applied a combination of research methods such as: data collection and processing methods, analysis, evaluation and comparison methods. These are the basic methods used by many researchers on the basis of the development of comparative processing materials combined with historical research methods. The study of information from all data sources and electronic data is very important and necessary to make the most accurate and unbiased comments and assessments. We have gathered the necessary information and data from reliable sources to select the right content for this topic.

Through our method of analyzing, evaluating and comparing documents and information, we find that each company has unique product policies. Huawei's cheap product policy is a monopolistic tactic for the number of products that create popularity for mobile phones, causing debates in forums, blogs and even face-to-face debates. This contributes to making Huawei products more and more noticeable. Samsung also has other product policies: Spreading products across all segments, direct offers, promotions, customer care, community relations and advertising investments. Besides the difference between Huawei and Samsung product policies. There is also a point that each company has different policies and philosophies about products. Huawei's marketing philosophy is: focus on the mid-range segment as the premise for the high-end segment. For Samsung, the Sashimi philosophy has created its own success.

In addition, the collection of information from documents and data from Huawei and Samsung websites also provides a lot of useful information for research. From the data and statements of the leaders of Huawei and Samsung, we can research and draw more accurate and scientific conclusions. Besides that, most of the research work will be done through researching articles related to the topic. Many articles, research articles are selected from research done by different universities, published in famous academic journals such as International Marketing Review, American Journal of International Contemporary Studies, and some Internet pages and information from official websites of Samsung and Huawei. The article will be based on collected secondary information sources to get data for analysis. In terms of analysis, the information collected and screened

will be applied to simultaneously compare the strengths and weaknesses as well as the ability to enforce product policies of Samsung and Huawei. Finally, the results of the analysis will be compared with the actual performance of the product policies implemented by Samsung and Huawei. Thereby, conclusions about the policies of the two firms can be drawn.

## 4. Research results and discussion

### 4.1 Samsung Product Policy

#### Supply Chain

With the philosophy of fairness, openness and win-win cooperation, Samsung has built a supply chain with more than 2,500 suppliers worldwide. Samsung not only complies with environmental laws and regulations, but also integrates eco-management into its supply chain partner selection to provide customers with eco-friendly solutions and lead the way. a sustainable future. Samsung only works with suppliers that meet Eco Partner standards to control possible environmental hazards in their suppliers' ingredients, raw materials, and manufacturing processes, and as required by Samsung. comply with issues related to human rights, working environment, ethics and conflict minerals in order to build a transparent, open, participatory management system with all parties in the supply chain response.

#### Brand

The Samsung logo uses the white color of the word Samsung and a blue background, Green tones represent trust, faith, hope. White tones represent class and elegance

Slogan: "Imagine the amazing things we can do".

#### Packaging, product packaging

From 2019, Samsung Electronics announced it will begin taking steps to replace plastic packaging materials this year with paper and other environmentally sustainable materials. In line with its circular economy policy, Samsung has set out a midterm implementation plan to use only paper packaging materials certified by the Forest Initiatives next year. By 2030, Samsung aims to use 500,000 tons of recycled plastic and collect 7.5 million tons of discarded products.

#### Customer service

Remote support will allow Samsung Support Call Center staff to remotely access customers' Smartphones and Smart TVs in the safest and fastest way. The most important thing is that customers do not need to worry about personal information disclosure as Samsung will restrict technicians from accessing applications containing sensitive information such as Gallery, messages, e-mail and other features. special ability.

Through its nationwide Samsung Experience Stores (SES), Samsung has combined both product and service experiences in one location.

Live Chat online support service. This is an Internet support channel to connect customers with Samsung Customer Support center wherever they are.

#### Categories, categories, product diversification

Samsung always decided to stretch its products from cheap to high-end. This makes it easy for Samsung to reach a wide range of users, suitable for many industries and smartphone usage purposes, and significantly increase sales.

The old saying "Don't put all your eggs in one basket" and Samsung has understood this very well. They are not afraid to experiment with anything, from the high-end to the super-

cheap segment by launching devices in all price segments of Samsung which also gives users a variety of choices, from price to features. Customers can consider which products to buy based on their economy and needs.

#### **Research & develop new products**

Samsung owns most of the components on its products. This helps the company be more proactive in setting smartphone prices. Samsung is developing a generation of folding screen smartphones, which is expected to change the face of the mobile industry. Samsung's growth strategy continues to manufacture and improve old product lines and at the same time develop new products in all different segments to match the increasingly diverse consumer needs of customers.

## **4.2 Huawei Product Policy**

### **Supply Chain**

Since 2000, Huawei has built an Integrated Supply Chain (ISC) already underway. Continuous upgrading of internal operations for the supply chain has underpinned Huawei's rapid growth. In terms of supplier management, Huawei has established detailed certification systems and standards to rigorously certify suppliers through seven aspects: quality, technology, responsiveness, cost, delivery, social responsibility and environmental protection. Huawei implements the "green pipeline, green operation, green partner and green world" environmental protection strategy. Huawei has always been active in building a green supply chain by working with suppliers, customers and partners to promote environmental protection to enhance industry competitiveness and promote sustainable development.

### **Brand**

The name "Huawei" means a flower that is homophonous to "Flower" of "Chinese". The word "Wei" has the Sino-Vietnamese sound "vi", which can be understood as "achievement". Huawei is the "Chinese Achievement". The image of the flower has many peaceful feelings, symbolizing the green, full of vitality, beauty, for the most delicate to bring prosperity and sustainable development. It is these two things that have created an impressive Huawei logo for this phone company.

### **Packaging, product packaging**

Huawei brand not only invests in product designs, but also in printed paper bags, paper bags also have the same logo, color and of course, they are designed very classy and sophisticated. Currently, with most Huawei phone products, it is only 5.5 inches in size, so most Huawei phone cases are designed with only one design and size, bringing convenience for customer brand recognition.

### **Customer service**

As a global technology corporation, Huawei puts top priority on product quality and after-sales service. Previously, users had to transfer the product to authorized Huawei service centers for warranty repair. From 2016, Huawei Customer Service Center in Vietnam will quickly consult, support and answer questions about its products and services. With a completely new model of care, the center will not only serve the traditional warranty and repair, but also guide customers to experience new applications, and answer questions during the use of the product.

### **Categories, categories, product diversification**

Huawei has been a model of success for many years when it managed to bring its brand to the top position as it is today. Huawei's market share is also at 16% globally (2nd in the

world) Part of this success is due to the company's efforts to diversify products and areas of operation when expanding markets beyond Europe.

Huawei in Asia is still growing strongly with a market share in China reaching 40%. This is also the market that accounts for 60% of Huawei's smartphone sales. However, the lack of Google services can make international users afraid to choose to buy products from this brand.

Huawei's strengths are products in the mid- and low-end market segments with affordable prices with higher features than comparable priced phones with many strengths:

- Strong configuration, high-end equipment
- Iconic design
- High-end product, mid-range price

### **Research & develop new products**

Besides marketing, Huawei is quite serious about investing in research and development (R&D) to launch new technologies, especially in LTE network chips and camera technology. According to Phonearena, Huawei spent 15% of its \$92.5 billion in revenue, or \$13 billion, on R&D in 2017. Besides, Huawei's R&D staff accounted for 45% of its total staff.

According to a report by the EU Industrial R&D Investment Scoreboard, Huawei ranks sixth among global technology companies that invest heavily in R&D. Meanwhile, Samsung spent nearly as much as Huawei with \$14.8 billion, accounting for 7% of its revenue on R&D in 2017.

However, Huawei still only stops at the level of research and development like Apple. The company still needs parts suppliers to be able to operate. According to Nikkei, this contributed to the price team, reducing the company's profit.

## **4.3 Compare the similarities between Samsung and Huawei**

Samsung and Huawei both build global supply chains in which they can both leverage the resources at hand and fully mobilize factors around the world to reduce costs. In Vietnam, both are committed to the direction of selecting suppliers according to Green Marketing's green standards - the current trend of the world.

Regarding product packaging, both Samsung and Huawei adhere to the environmental protection commitments as both have stated in the media to customers. This is also the current common trend of major brands. This has partly caused good sympathy for Vietnamese consumers, helping Samsung – strengthen its position and Huawei – improve its competitiveness in the Vietnamese market.

In terms of R&D, both Samsung and Huawei invest a lot in research and development of new technologies so as not to be left behind. In the face of competitive pressure, both companies continuously launch many new products, with superior features compared to the old products, and aim to compete with competitors. Therefore, the life cycle of smartphone products becoming shorter and shorter.

While many other phone brands rely heavily on low-cost advantages, flashy marketing campaigns or creative distribution channels, Samsung and Huawei choose to be the main strength of the technology platform. As the world's two leading companies in telecommunications equipment, Samsung and Huawei have great advantages in developing and applying new technologies with more than 45% of their employees working in research and development (R&D). Samsung Huawei can design and manufacture CPU and GPU chip sets for smartphones that are not inferior to each

other. This is something that very few other smartphone manufacturers can do.

#### 4.4 Compare the differences between Samsung and Huawei

With 3 types of advanced support today, it shows that Samsung is the phone company with the best customer service service today. The advantages of each are different and thereby providing customers with the choice they want, whether it's online support or in-store, we are always with Samsung in every matter. In addition, Samsung also regularly organizes events to help customers in Vietnam have more opportunities to experience more modern technology products and services from the company. Currently in the Vietnamese market, Samsung shows its superiority over Huawei in customer service, which is also one of the many reasons why Vietnamese users always choose to be the top product for the mobile phone segment. move next to Apple.

The market is constantly spawning new classes of users; Their needs will also change gradually over time (going up to the higher segment) as new technologies cost less and less. Samsung and Huawei must always keep abreast of these consumer trends and will continue to maintain their great positions. With its strategy of covering the entire product segment compared to Huawei, which is only focusing on the mid-range segment, Samsung has an advantage but is also a big challenge for this technology giant.

#### 5. Conclusion

Through analyzing the product policy of Samsung and Huawei in Vietnam market, it partly helps us to have a more comprehensive view of how the world's major phone brands approach and develop their products for the market. with the market.

With the development of the market and the increasing demands of consumers, Product Policy is considered a "weapon" to approach and penetrate the market as well as improve competitiveness. the company's competition in today's market with smart mobile products. Through the analysis of product policies of HUAWEI and SAMSUNG, we can see the strengths and priority factors to focus on developing to bring products to consumers of each company.

#### 5.1 Recommendation

With a strong financial foundation and a large market share, Samsung always develops products in all segments. Because when the product is rich in hierarchies, Samsung will meet the usage requirements of many different customers. Focusing on investing in manufacturing technology will help Samsung launch phones with features that are ahead of their time. In the near future, with the introduction of Samsung folding screen, it will help the company affirm its superior level in the market. This is something that not every phone company in the world can do. Samsung can research and produce the most advanced features. That is not the way to help Samsung meet the increasing requirements of users, but also increase its ability to compete most effectively. Samsung needs to pay more attention to the R&D segment, implement the strategy of turning Hanoi into Samsung's R&D center, develop the semiconductor technology field in Vietnam, and gradually increase the localization rate.

Huawei chooses its strength as its technology platform. As a global leader in telecommunications equipment, Huawei has a huge advantage in developing and applying new technologies. Huawei phones in recent years have always been carefully cared for and invested in terms of design, making the phone a more seamless unity from the combination of a metal frame and two front and back glass. Huawei needs to continue to invest in key technologies, fundamental engineering capabilities, network architectures, technical standards and product development aimed at creating a better user experience by providing Larger, smarter, and more reliable data pipelines with higher performance and zero wait times.

#### 5.2 Solution

Samsung needs to build a modern R&D Center to enhance the research capacity of Vietnamese engineers, not only in the field of product development but also in research fields that are trending in the world such as intellectual artificial intelligence (AI), connected things (IoT), big data (Big Data), 5G networks create the premise to be able to compete with other firms.

Huawei needs to overcome its inherent weakness in software technology - mobile operating system, reduce dependence on google, thereby finding its own direction like Apple. For example, a strategic cooperation has been established by Huawei with Dailymotion to develop the Huawei Video platform, which includes various entertainment content, especially movies and TV series for users. Dailymotion has over 72 million monthly visits and is one of the top 50 most visited services in the world. Through this partnership, Huawei Video will integrate the video processing and playback infrastructure on Dailymotion. In addition, using Dailymotion's API, this video sharing platform is also easily integrated into Huawei devices. The partnership between Huawei and Dailymotion is not a huge surprise. The Chinese brand previously brought an ecosystem called Huawei Mobile Services (HMS Core) to replace the available service, Google Play Services, on its devices. In this context, the restructured video application will use Dailymotion's technical infrastructure to replace the achievements that YouTube has brought in the new period. Some functions such as monetization to attract more content creators will also appear on the platform. Increase the ability to build supply chains in China, develop its own operating system to be less dependent on the US.

#### 1. Strengths of the topic

The topic uses a combination of theory from previous studies, combined with the analysis of data and the actual situation, making the results highly reliable, the recommendations are suitable for status of both Samsung and Huawei.

#### 2. Weaknesses of the topic

The lack of funding and time will make the topic lack of depth, lack of in-depth analysis, but only the subjectivity of the writer based on the collected data. The collected information has low reliability, is heavily subjective of the writer, has not been verified for high accuracy.

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