

Introduction to Marketing

Assignment 2: Price

Please read the instructions for this assignment on the FSO platform before completing this template. Type over the <Type here> prompts.

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Part I - Existing Product:

Restate your team's chosen existing product from Assignment 1, Part I	Microsoft Surface Duo
Price of your team's favorite product (Include short or in-text citation)	\$1,399 (128 gb), \$1,499 (256 gb) (New Surface Duo – Dual-Screen Mobile Productivity, Do One Better)
Competing product #1:	Samsung Galaxy Fold 2 (2020)
Price of competing product #1 (Include short or in-text citation)	\$1,999.99 (512gb) (Samsung Galaxy Z Fold2 5G Foldable Smartphone: Samsung US)
Competing product #2:	Motorola Razr 5G (2020)
Price of competing product #2 (Include short or in-text citation)	\$1,399 (256 gb)
Competing product #3:	iPhone 12 Pro Max

Price of competing product #3 (Include short or in-text citation)	\$1,099 (128gb) (Apple introduces iPhone 12 Pro and iPhone 12 Pro Max with 5G)
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Compare and contrast your products based on similar features and/or benefits, justifying each one of your four products' prices, and identifying at least one competitive differentiator for each product. Be specific in your analysis. This analysis section should represent the largest written portion of your submission. (Include short or in-text citations)

The Microsoft Surface Duo is a dual screen mobile device with a 360 hinge. It features two 5.6" displays that when combine add up to 8.1", last year's Snapdragon 765 processor, 6 GB of ram, and one front-facing camera that acts as the primary camera. The body itself is made from 4 sheets of Gorilla Glass surrounded by a plastic frame. (New Surface Duo – Dual-Screen Mobile Productivity, Do One Better) The main feature to the Surface Duo is the 360 hinge; this hinge allows the user to put the phone into different "postures" that can enhance the user's productivity.

The Samsung Galaxy Fold 2 is a "luxury" smart phone. The main differentiator is that it features two displays: a 6.2" front-facing display and an inner display that opens up to a 7.6" display that is thinner than a single strand of hair. This allows the user to have a full tablet experience with a fraction of the size. The phone sports a glass and metal build with the latest Snapdragon 865+ processor with 5G, a triple camera set up in the rear, 256 GB or 512 GB of storage, 12 GB of RAM and Qi wireless and reverse-wireless charging with NFC capabilities. (Buy Galaxy Z Fold2 5G: Price & Deals: Samsung US.)

The Motorola Razr 5G is another phone that folds or flips, containing a touch screen. It's equipped with a 48 MP main camera, 20 MP front camera, 21 hours of talk time, and the main display is 2142x876 pixel folding screen with a mini-2.7" display in the front. Its retail price is \$1,399.99 and can also be paid for through financing. Its price is slightly above the average for a new, high quality, touch screen, but the new foldable

<p>Based on your research, which pricing strategy is the company using for your favorite product: penetration, status quo or skimming?</p>	<p>Based on the prices of the competitors, the Microsoft Surface Duo follows the status quo pricing strategy. While it is a higher price than high end smartphones (like the Apple iPhone) the Surface Duo prices at the same price (or lower) than other 2-screen foldable smartphones, in line with the status quo pricing strategy. Most high-end smartphones are priced between the \$1300 - \$1600 price range; this device's price was meant to compete with Apple and Samsung. The Surface Duo's main competitor is the Samsung Galaxy Fold 2 which has a tremendous price tag at \$2000. This is largely due to the components of the Fold 2. The Fold 2 features all current-gen processors with a full metal build and 5G capabilities – expected of a "luxury" device. The Surface Duo cuts back on costs by featuring a plastic body with last year's processors but makes up for it by featuring two full screens instead of one like its other competitors.</p>
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References:

- New Surface Duo – Dual-Screen Mobile Productivity, Do One Better – Microsoft Surface. (n.d.). Retrieved October 29, 2020, from <https://www.microsoft.com/en-us/surface/devices/surface-duo>
- Buy Galaxy Z Fold2 5G: Price & Deals: Samsung US. (n.d.). Retrieved November 03, 2020, from <https://www.samsung.com/us/smartphones/galaxy-z-fold2-5g/buy/?tradeIn=766b8644-1174-40be-9f18-b549aed5e996>
- Motorola razr 5G: 2 colors in 256GB: T-Mobile. (n.d.). Retrieved November 03, 2020, from <https://www.t-mobile.com/cell-phone/motorola-razr-5g>
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Apple introduces iPhone 12 Pro and iPhone 12 Pro Max with 5G. (2020, October 29). Retrieved November 03, 2020, from <https://www.apple.com/newsroom/2020/10/apple-introduces-iphone-12-pro-and-iphone-12-pro-max-with-5g/>

Specs: Samsung Galaxy Z Fold2. (n.d.). Retrieved November 03, 2020, from <https://www.samsung.com/global/galaxy/galaxy-z-fold2/specs/>