



# Project Report

On

## Comparison between Huawei and iPhone



**Submitted to**

**Dr. Seyama Sultana**

Assistant Professor

United International University

**Submitted by**

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**Submission Date**

23 February 2020

## **Letter of Submission**

To

Dr. Seyama Sultana  
Assistant Professor  
Department of Marketing  
School of Business  
United International University

**Subject: Submission of Project Report on Comparison between Huawei and iPhone.**

Dear Madam,

I aim to submit the Project based on Comparison between Huawei and iPhone. This report produces been developed to meet the necessity of my internship program.

I have set my most genuine attempt to make this report a thriving one. It has been a happy & enlightening adventure for me to serve in the organization & make this report. It was also a vast reservoir of learning for me.

I want to address my faithful appreciation to you for your kind supervision & advice in making the report. If you want either more interpretation for any portion of this Internship Report, I would gladly give any learning about Apple and Huawei.

Sincerely yours,

---

**Nazmul Huda Pranto**

**111-133-137**

**BBA Program  
United International University**

## *Executive Summary*

To complete by BBA this report is mandatory. My Report is **Comparison between Huawei and iPhone**. I have learnt a lot about Huawei and iPhone and their high voltage fight. The report began with Introduction where the problem statement and rational are discussed. In the problem statement we will know how the fight started.

Then there will be literature review where other research will be discuss and theoretical framework. After that there will be surveys question and how hypothesis is done.

After that research methodology one can know which research method is used and which sampling method is used in the report. Then data collection and analysis. After that demographic equation.

Last, there will be Conclusion and recommendation. At the end there will reference.

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# Chapter 1

## Introduction

iPhone and Huawei are two leading mobile brands in the world. These two are widely popular among people. Each has unique characteristics that appeal to the customer. Both have a large following among people. iPhone is produced by Apple Inc. They design the phone and do all the marketing. Apple is famous for its high quality products. They were the first to bring the idea of the modern touchscreen phone to people. The greatest strength of the iPhone is iOS. iOS turns out to be more powerful and the reason is that its hardware is made only to solidify and increase iOS performance. iPhone has an excellent appearance and a better design than any other mobile device. Your fingerprint sensor cannot match another mobile.

Huawei is the world's number 1 telecommunications provider and the number 2 phone manufacturer, Huawei has also come a long way. From the sale of common phones to being one of the two brands of smartphones, they have come a long way. At present, Huawei's growth is totally outstanding

With Huawei's ban, Apple will face a lot of heat. The Apple market is already down in China. After the ban, China supports Huawei; unofficially the people of China ban the iPhone between them. Huawei is giving the iPhone a difficult time. They are already removing the iPhone in the stock market

Huawei is already dominating in China and now it is also gaining momentum in Latin. In addition to Huawei, it is also receiving support from many other Chinese companies. Worldwide, Huawei is among the top three. But Apple has already taken the place of people as a luxury brand, so fighting with Huawei will not affect iPhone users.

## **1.1 Problem statement:**

It has been a difficult year for Huawei, they have faced many accusations, Huawei did not accept any accusations and claim they are innocent. It was the biggest concern that Huawei shares a great camaraderie with the Chinese government. the camaraderie was devouring them. The United States feared this relationship. They think that the Chinese government uses Huawei and secretly track some companies or some countries. That is the main reason why the United States banned companies in 2012. It is the main reason why the United States banned companies. of using the Huawei network product. In 2019, the FBI began its investigation. There was something suspicious about the Huawei Company because several countries were banning the use of their network equipment. Despite being so popular worldwide, Huawei was invisible in the United States. Huawei product was ban due to national security. It was described as a national emergency. It has been done to protect the US. After this statement, a trade war between China and the US has begun. Huawei faces a loss because, after the declaration, many US companies stop their business with Huawei, but at the time of the declaration, the US government. He gave provisional relief by giving permission to work with Huawei until August and extended until November. It affected the current business of Huawei because for now there is no shortage of Google. When there is no Google, then the problem will increase.

After the ban, Apple faces most of the heat. If China banned Apple, they will face serious losses.

If China banned Apple, iPhone sales in China will below. Apple will have a small advantage and that is from now on the latest Huawei mobile phone without the Android operating system and will not get the Play Store service. Without this service, Hawaii will face difficulties selling its phone outside of China.

Apple is already dominating in the US but outside the US UU. Huawei is giving tough competition here. Huawei not only dominates China but dominate in Europe. After Samsung, Huawei occupies the second position to manufacture smartphones in the world. Another big headache for Huawei is losing the main product of the US chipmakers. Due to the ban now the US chipmakers. They are interested in dealing with Apple because Huawei is their main customer, but now they have to negotiate with Apple to survive in the business.

The moment the ban was declared, most people thought that Huawei will suffer a lot. This ban will affect both mobile devices and businesses. But it was not the scenario of Huawei because the business was more than good and the reason is that customers did not miss Google on the Huawei phone. At the end of 2018, Huawei's business has a lot of profits due to Apple and Xiaomi.

Huawei's market scenario in China is positive. Huawei shipping is also impressive. Here is the recent scenario of sending Huawei

**People's Republic of China (mainland) smartphone shipments and annual growth**  
**Canalys Smartphone Market Pulse: Q3 2019**

Vendor	Q3 2019 shipments (million)	Q3 2019 Market share	Q3 2018 shipments (million)	Q3 2018 Market share	Annual growth
Huawei	41.5	42.4%	25.0	24.9%	66%
Vivo	17.5	17.9%	22.7	22.6%	-23%
Oppo	17.0	17.4%	21.2	21.1%	-20%
Xiaomi	8.8	9.0%	13.1	13.1%	-33%
Apple	5.1	5.2%	7.1	7.0%	-28%
Others	7.8	8.0%	11.4	11.3%	-31%
<b>Total</b>	<b>97.8</b>	<b>100.0%</b>	<b>100.6</b>	<b>100.0%</b>	<b>-3%</b>

Note: percentages may not add up to 100% due to rounding  
Source: Canalys Smartphone Analysis (sell-in shipments), October 2019

The United States made a brave decision by banning Huawei

At the end of last year, Canadian authorities arrested Meng Wanzhou, chief financial officer of Huawei and daughter of its founder, at the request of the US Department of Justice. (In 2018, the Canadian administration arrested Meng Wanzhou Huawei, chief financial officer and also the daughter of the founders, they were arrested at the request of the U.S. Department of Justice. Both were accused of many things.

Many times Apple makes an effort to win over the Chinese, they have done everything possible, but now it will be more difficult due to the ban and the Chinese are ashamed to use the iPhone. They are ashamed to use the iPhone now. Chinese media are with Huawei. According to Chinese media Due to the fight between the United States and China, Apple will face the heat.

Chinese people feel that banning Huawei is enough to ban Apple. They feel that Apple will suffer a lot and Huawei will only suffer for a short time. The Chinese fully support China. Day by day his love will increase and that will hurt Apple in a big way. They are moving towards the brand of their nation and moving away from the iPhone. Many people in China never use Huawei, they always give the iPhone as their favorite, but now they start using the iPhone.

In addition to some Chinese claiming that they are not supporting Huawei because of the ban, they believe that Huawei can offer better quality at an affordable price, while the iPhone is much more expensive than Huawei.

A manager of China's solar module industry said: "There is a call from my heart that I need to show support for Chinese brands, especially in the commercial war climate."

Another employee working in the Chinese telecommunications company said: "It is a bit embarrassing to take an iPhone out of your pocket today when all the company's executives use Huawei."

Huawei is winning the battle and the United States is losing the plot.

Due to the day-to-day ban, the love of Huawei people is increasing rapidly.

In recent years, the iPhone is struggling to beat its competitors and cannot win the consumer, which is negatively affecting its market share.

Many analysts suggest that, apart from iPhone's banned pricing strategy and the offer of services, it will be the main reason for the fall.

We already know that Apple is in big trouble, so Apple is doing its best to deal with the situation. Apple is increasing its production. Apple is planning to release three new phones. However, the current commercial tension will not benefit the iPhone-maker in the long term, as Huawei is expected to reveal its mobile operating system for customers in China initially, then in other markets

The United States prohibits helping Huawei big time. At this time, Huawei comfortably beat its competitor; they have defeated Xiaomi and Apple.

## Red Flags

Huawei's smartphone market share is soaring in China, but growth is slowing overseas.

### Huawei's smartphone market share

■ China ■ World-wide



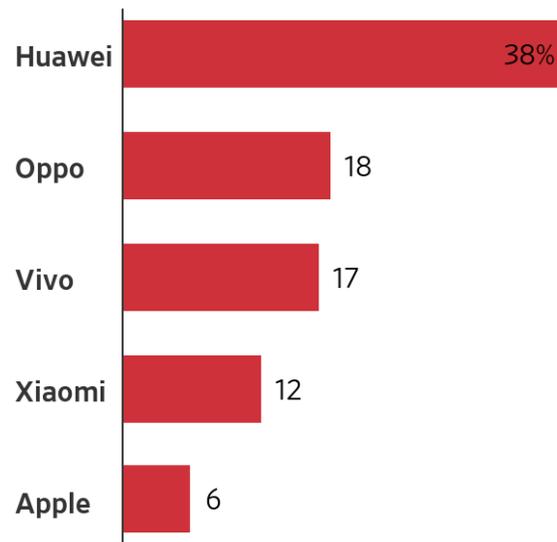
Source: Canalys

Outside of China, Huawei is fighting big.

Therefore, there is no option left. Huawei's main focus is China. It is a safe place for them. In China, they don't use Google applications frequently because WeChat is a very popular social networking application.

Some Chinese companies are encouraging their employees to use the Huawei phone. They are offering rewards. Huawei is popular because it has a reasonable price and a good quality photograph. Here we look at the scenario of the Huawei share market in China

## Smartphone market share in China, 2Q 2019



Source: Canalys

Huawei's growth is impressive in China

### **1.2Rational:**

- 1) The financial analyst will get help from this report. Everything is written here about the Huawei ban. Everyone will get a clear picture of Huawei's ban and its impact on the iPhone.
- 2) The news portal can receive help from this report. Huawei's ban is a hot topic for the media. All famous newspapers are covering this topic.
- 3) The student who will receive a similar report will have an idea to complete his report.

# Chapter 2

## Literature review

## **2.1 Relevant Other Literature:**

There has been a great trade war between Huawei and iPhone due to the ban. Also, things were very ugly. Huawei CFO was also arrested. Day by day things were getting worse. After the declaration of prohibition, many people thought that China will ban the iPhone but they did not. Huawei's ban has shaken the entire world of technology. iPhone has to pay the price for it. It attracts all international media. The entire famous news website makes an article about it.

According to new research, with consumers discouraged by the high price tags attached to their premium models

According to CNBC, when the ban was announced, they wrote in their report that Huawei was giving tough competition to Apple and Samsung in the smartphone market race, but after the ban, Apple and Samsung can win a lot with their ban. You will not receive any component from US companies for your service and product. In smartphone shipments, Huawei will be reduced. Without option, Huawei will have to look for a replacement. It will be difficult for them to get a better replacement. Lead analyst Ming-Chi Kuo said: "We believe the most important impact would be to lose brand confidence if Huawei could not offer stable shipments due to the US export ban."

"We believe that Samsung could be the main beneficiary if Huawei loses market shares in non-Chinese smartphone markets. Apple could be the secondary beneficiary," he said.

According to him, Huawei shipping will face huge losses if they cannot find the right replacement. The amount of loss will be close to 8 to 9 million. According to Huawei, they have sent more than two billion phones in 2018.

According to Forbes magazine, US companies. They are fighting without Huawei, they lack presence. More details will know how Apple will behave financially and how successful the iPhone will be. In this fight of the United States and Huawei, Apple faces a lot of heat without having any connection. An economic cold war could cause China to take measures to retaliate against the United States for Huawei's ban. China can seek revenge by banning the iPhone in China. The image emerged. The sales of hardware, especially the iPhone, the Chinese market seem unstable and in recent years are not up to par, but there is still room for improvement.

If Apple is banned in China in the same way as Huawei, Tim Cook will face a great loss. The Goldman Sachs statement said: "Goldman analysts led by Rod Hall wrote in a note that they have no opinion about the ban or any other potential restrictions on the iPhone manufacturer, but have received questions from investors about the exposure of Apple to China. The 29% estimate is equal to \$ 3.35, which Goldman expects to be reduced from the Apple consensus estimate for the entire year of \$ 11.47. And savings in marketing costs. "You can't rule out the idea that China can ban Apple, it will not only affect Apple along with other US companies. You will suffer a great moment. There will be a fall in stocks and there will be massive layoffs.

Apple's recent performance in China is highly commander. This time the result is better than the previous one. Now it is at its highest point. Apple's main sources of revenue are the iPhone, but there are also other products such as mac, smartwatch, iPad, etc. The sales record also improves in this period. Unexpectedly, they could lose 19% of revenue because China is a bigger market. On the other hand, Huawei Financial is growing day by day. 2018 The Huawei smartphone has made profits close to \$ 38 billion, 153 million per shipment, the growth rate increases by 43.6% over last year. By banning the sale of Apple products, but not China would instantly produce the world's largest smartphone maker. China can easily become one of the largest smartphone manufacturers in the world by banning the iPhone in China. China has the advantage because the way Apple does business in China is not done by other Chinese companies in the US. To dominate the market, Apple urgently needs China.

According to Cnn, when Huawei started it was too unstable but now they are one of the most successful brands. but there is a big headache due to the fight with EE Apple phones are less popular than Huawei, and Huawei is also beating Samsung in sales. Huawei's next goal is to be the number of smartphones. They are working on 5g. wireless network. But the president of the USA He ruined his plan. The ban has created a major obstacle to governing in the market. But Huawei says they can face any obstacle. For the sake of their loyal customers, they will fight and do everything possible to survive. Huawei CEO said: "The current practice of American politicians underestimates our strength."

According to Khaleej Times, because Huawei's position is not affected, they are still in the second position of the smartphone manufacturer. Besides, day by day, the gap between Huawei and Samsung is narrowing. But growth may be affected due to the ban.

## 2.2 Theoretical Review:



## **2.3 Research Questions:**

Research questions are given below:

**(Mark only one circle)**

### **1. Do you think USA did the right thing by banning Huawei?**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

### **2. Should China ban apple in return?**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

### **3. Will there be any negative consequences of Banning on both parties?**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

**4. Do you think the ban will start trade war between USA and China?**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

**5. Do you think Huawei will come back strongly?**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

**6. The number of iPhone user's is more than Huawei**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

**7. Can the ban have impacts on Huawei and iPhone sales?**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

**8. Could the new Huawei operating system harmony's outrun Google?**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

**9. Would Google and Android might struggle because of the ban?**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

**10. Huawei is more affordable than the iPhone?**

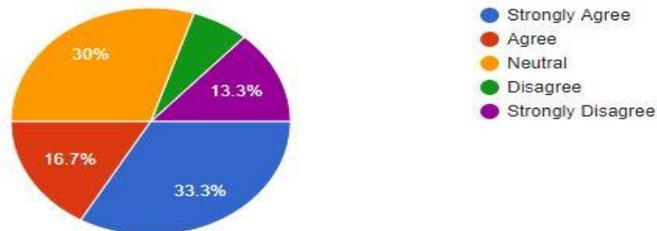
- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

## 2.4 Hypothesis:

The answers of the research questions are given below via pie chart/ bar chart:

Would Google and Android might struggle because of the ban?

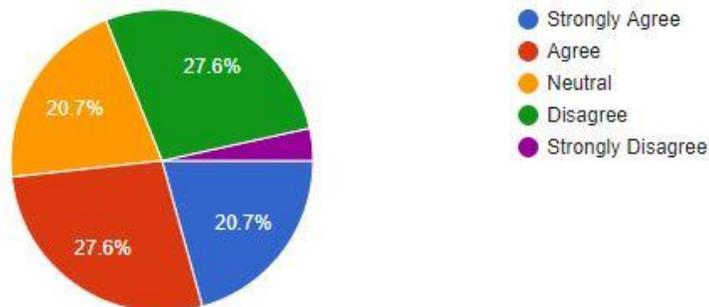
30 responses



Since 33.3% people have strongly disagreed with the statement that means Google and Android might not struggle because of the ban.

Should China ban apple in return?

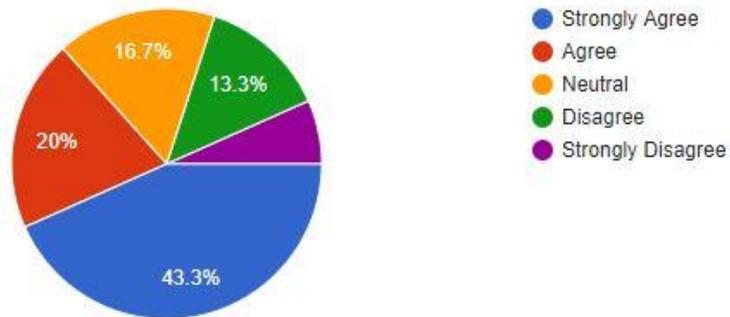
29 responses



27.6% people have disagreed with the statement and also 27.6% people also agreed with the fact that china should also ban Apple.

## Do you think the ban will start trade war between USA and China?

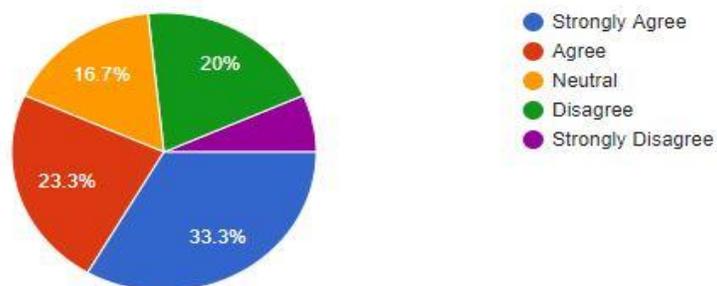
30 responses



43.4% people have strongly agreed with the statement so that mean USA and China might have a trade war.

## Will there be any negative consequences of Banning on both parties?

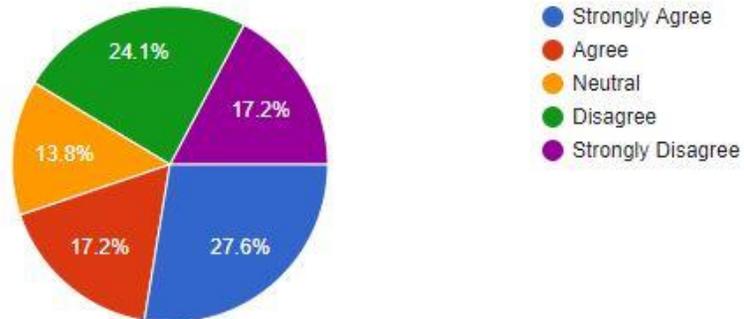
30 responses



33.3% people have strongly agreed with the statement so that means there will be negative consequence on both parties.

## Do you think USA did the right thing by banning Huawei?

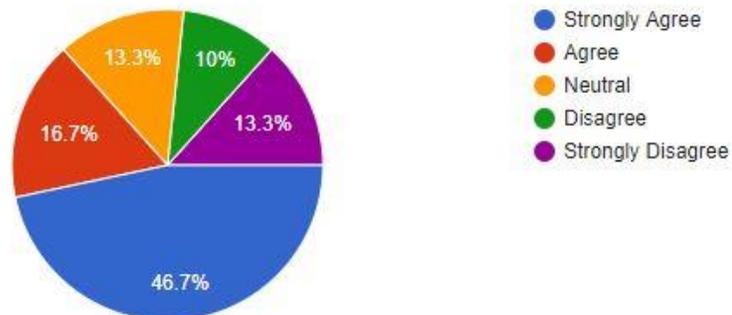
29 responses



27.6% people have strongly agreed with the statement that means USA might did the right thing by banning Huawei.

## Huawei is more affordable than the iPhone?

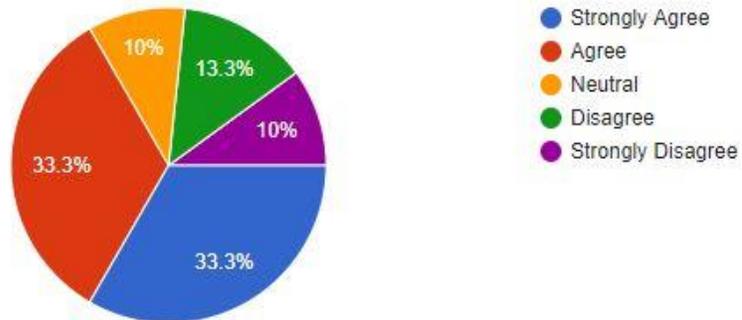
30 responses



46.7% people have strongly agreed with the statement that means Huawei is more affordable than iPhone

## Can the ban have impacts on Huawei and iPhone sales?

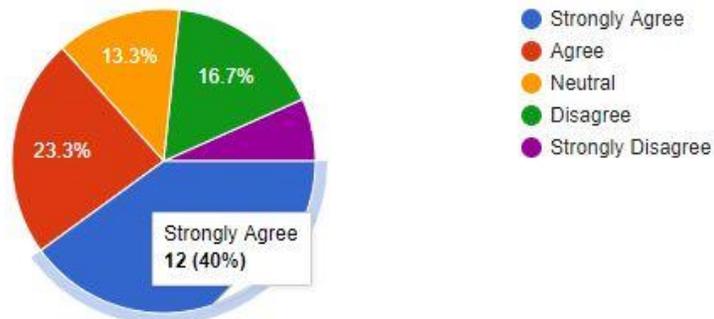
30 responses



33.3% people have strongly agreed with the statement that means the ban might have impacts on Huawei and iPhone sales.

## Do you think Huawei will come back strongly?

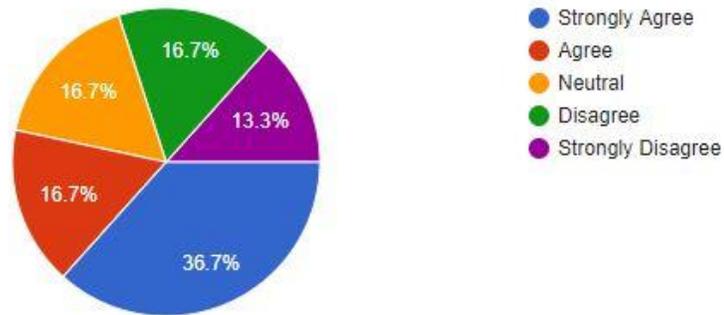
30 responses



40% people have strongly agreed with the statement that means Huawei might come back strongly.

### The number of iPhone user's is more than Huawei

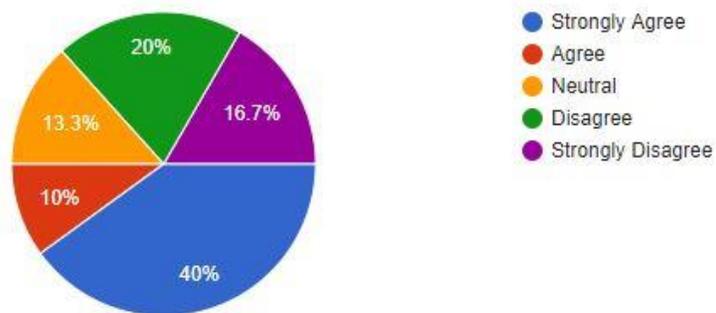
30 responses



Since 36.7% people have strongly agreed with the statement that means iPhone users more than Huawei

### Could the new Huawei operating system harmonyos outrun Google?

30 responses



Since 40% people have strongly agreed with the statement that means Huawei operating system harmonyos might outrun Google

# Chapter 3

## Research methodology

### 3.1 Research Method:

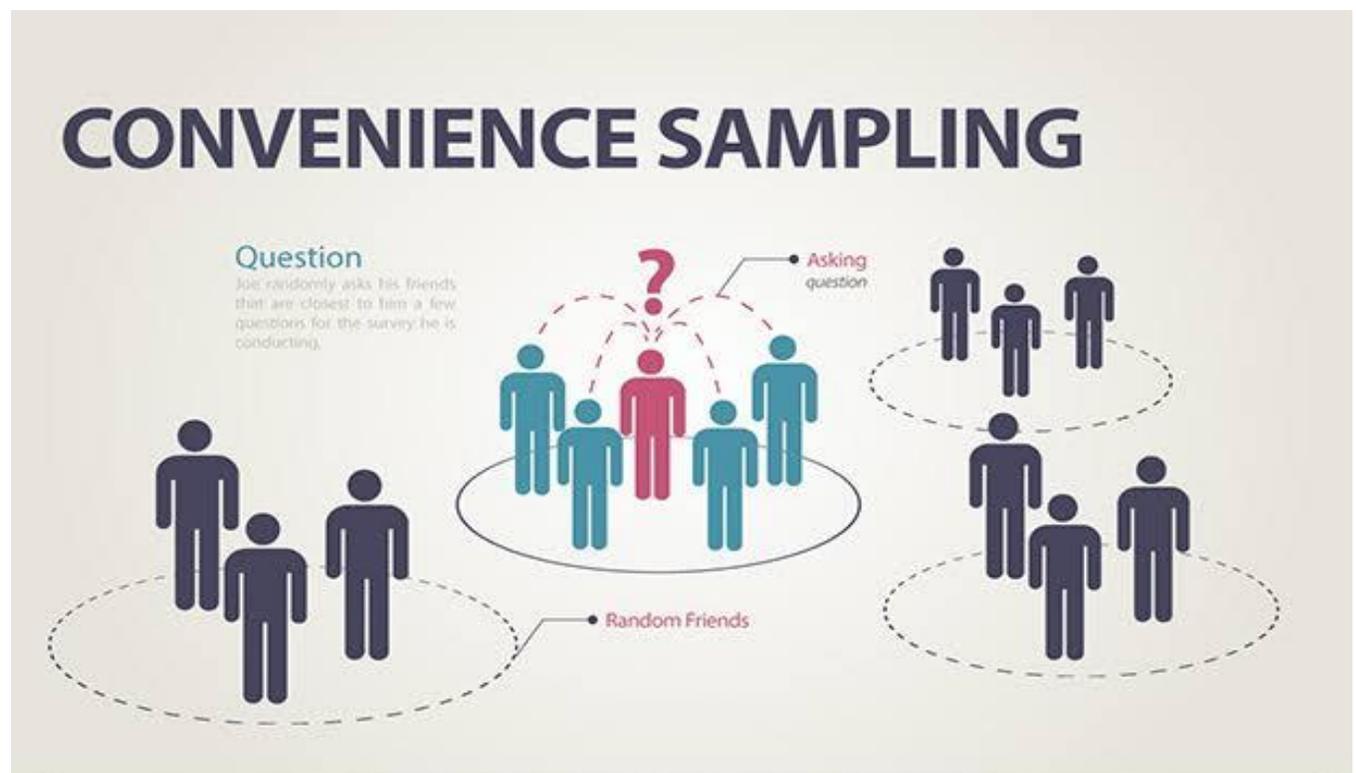
I have used the quantitative method. I have prepared 10 questions for the survey. It was the best possible way to collect quantitative data. It was cheap to collect data is the most practical way. I found the result in a quick time. It has allowed me to gather information from a wider audience. Those who have sent the questionnaire have been filled in their own free time.



### 3.2 Sample Selection:

I have practiced convenience sampling. There are various sampling techniques, but convenience sampling is the most manageable. For me, the convenience method was the only choice left. For a student, the convenience method is more useful because it is very simple to accomplish. The data has been assembled in a short period. I have assigned the online questionnaire link to my friends and family through Facebook and they complete the form and send me back. Almost anyone can use convenience sampling and has been around for generations.

I preferred this method because it is cost-effective and easily obtainable. The sample size for this study is 30. The sample size was selected after consulting with the supervisor.



### **3.3 Data Collection and Analysis:**

The data collected by the survey questionnaire. I sent the questionnaire link through social networks. They completed the form and gave their comments. In less time, I have collected the data. I have sent the link to my friends and family.

There were 10 questions. To those whom i have send link of the questionnaire after their feedback i have accepted the one where majority agree and reject the one where majority disagree. This is how the hypothesis test is done.

# Chapter 4

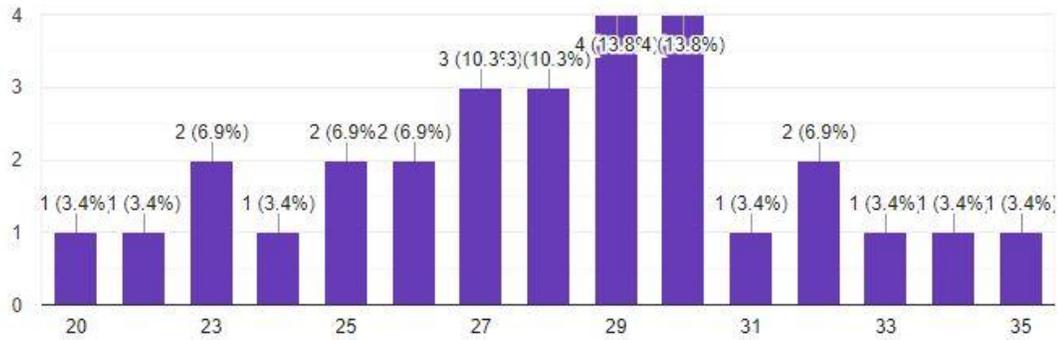
## Results and discussion

## 4.1 Demographic Information:

### Age:

#### Age

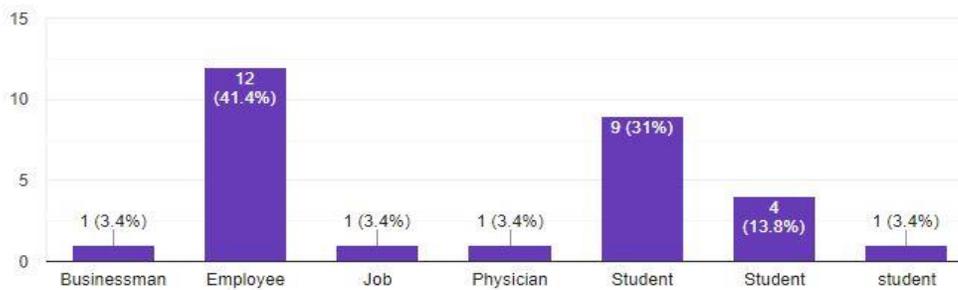
29 responses



### Occupation:

#### Occupation

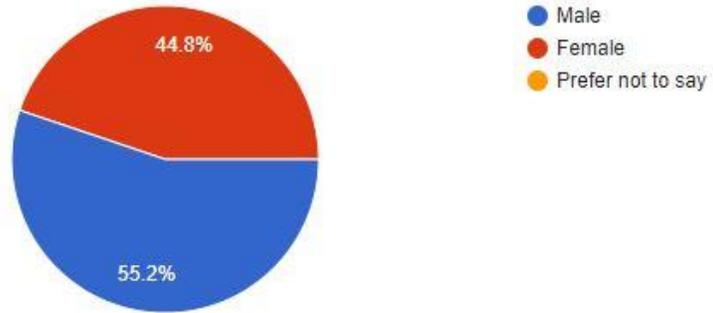
29 responses



## Gender:

### Gender

29 responses



# Chapter 5

## Conclusion and recommendation

## 5.1 Conclusion:

Since the Trump presidency included Huawei in the 'list of entities', the Chinese brand has been strained to the middle of global trouble between the United States and China. This bound American companies to do business with him and appeared in global entanglements. The Huawei brand gives new heights in China due to Trump's assault at the expense of the iPhone. Not many American consumers buy Huawei phones, but it has been a powerful brand in China for the past few years and is slowly forcing the launch of Apple's iPhone.

China was previously a place of development for iPhone sales and was the place for a good part of its product line. At present, it seems inefficient to Apple. China was once a place of enlargement for iPhone sales and was the place for a good part of its production line. At present, everything seems great for Apple.

Huawei's Trump ban adequately weakened the world's second-largest smartphone maker from its largest place of revenue. This ban turned out to be bad news for China. But China is also in a good place to fight back, and this could make Apple, which is the third-largest smartphone maker in the world, among many others, suffer as a result.

Starting its operating system, Huawei set a likely setback in Android's share of the market and diminished Apple sales in China. I Hope they should settle as soon as possible.

## **5.2 Recommendation:**

- 1) The ban must be lifted because it affects both Huawei and iPhone. Both production activity and sales are hampered.
- 2) A commercial war between the US will begin and China due to Huawei's ban. Things must be resolved.
- 3) The United States should give solid evidence to ban Huawei for security threat. The United States does not provide public evidence.
- 4) The fight should be resolved as soon as possible because it is affecting not only Apple, but also Google and Android.
- 5) Huawei should guarantee the US that there is no security threat. It is safe to use Huawei phone.
- 6) A third party must interfere and resolve the matter as soon as possible.

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- ✓ [https://m.gsmarena.com/apple\\_ramping\\_up\\_iphone\\_production\\_following\\_huawei\\_ban-amp-37823.php](https://m.gsmarena.com/apple_ramping_up_iphone_production_following_huawei_ban-amp-37823.php)

# Appendix

## **Part A (Demographic Information):**

**Name:**

---

**Gender:**

*Mark only one oval.*

- Male
- Female
- Prefer not to say

**Occupation:**

---

**Age:**

---

**Part B (Research Question):**

**(Mark only one circle)**

**1. Do you think USA did the right thing by banning Huawei?**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

**2. Should China ban apple in return?**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

**3. Will there be any negative consequences of Banning on both parties?**

- Strongly Agree
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**4. Do you think the ban will start trade war between USA and China?**

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**5. Do you think Huawei will come back strongly?**

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- Disagree
- Strongly Disagree

**7. Can the ban have impacts on Huawei and iPhone sales?**

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- Agree
- Neutral
- Disagree
- Strongly Disagree

**8. Could the new Huawei operating system harmony's outrun Google?**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

**9. Would Google and Android might struggle because of the ban?**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

**10. Huawei is more affordable than the iPhone?**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree