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Financial resources differ Assets/Liability (Rating scale: 1 very weak- 10 very strong)

	Apple			Samsung		Huawei	
	Importance weight	Strength Rating	Weighted Score	Strength Rating	Weighted Score	Strength rating	Weighted Score
Product /quality Performance	0.10	9	0.9	8	0.8	7	0.7
Image	0.10	9	0.9	9	0.9	7	0.7
Technological skills	0.10	9	0.9	9	0.9	8	0.8
Distribution Capability	0.09	8	0.72	7	0.63	7	0.63
New products	0.10	9	0.9	8	0.8	7	0.7
Financial Resources	0.10	12.5	1.25	39.3	3.93	19.3	1.93
Relative Cost position	0.25	7	1.75	6	1.5	5	1.25

Customer service Capabilities	0.16	8	1.28	7	1.12	7	1.12
Sum of Importance	1.00						
Overall Weighted Rating			7.07		9.46		6.71

After doing my analysis between the three big phone companies I came up with some interesting statistics and overall scores while computing my ratios and calculations.

Apple and Samsung in my opinion have a high image because of their known brand and products.

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Huawei however are not so prevalent in the phone and technology industry and they are not as well known to consumers. As I was conducting the financial resources and using yahoo finances to get the correct ratios and numbers, I was quite alarmed at what I found. Apple was the lowest ration out of the three companies which was very intriguing. Another interesting calculation was how high Samsung's resource number was but after reviewing it and looking more into it with my knowledge I found that it was more because of how many products they produce compared to the other two companies and they reach out into more of a broader market like washers and dryers. Apple and Huawei do not. Apple and Samsung have similar numbers other than the financial resources but its quite alarming because they compete at such a high level and they always want to be getting the upper hand on each other. As a strategist I looked more into the numbers and found that Samsung has the upper hand because of their broad market reach compared to Apple. Apple keeps its focus to smartphones and computers and more recently air pods and Apple watches. Samsung has tried to go into appliances, Televisions, and other items. Huawei after looking into them they really are the 3rd tier when it comes to Apple and Samsung. Huawei took a hit as they are basically banned from U.S. consumption. Their focus is the Asian Pacific area. They are thrown in the mix with Apple and Samsung because of their target market and its products. My thinking as a strategist is that Huawei has made such an impact in the Asia Pacific area that they really do not need to try to compete with anyone else. As I did their numbers and ratings, they are the lowest in my opinion because they don't really have to fight for placement as much as Apple and Samsung have to do here in the United States. Huawei in my strategist opinion has the upper hand. They dominate the Asia market, and they do not have to compete as much, and they save money in

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the process and make more of a profit in the process. In conclusion after doing the overall weighted score it comes to my surprise that Samsung won the overall score. With the help of the Financial resources Samsung tops Apple. But as a strategic mind I think Apple takes the overall upper hand with their strategy. They do not branch too far out in terms of products they stick to their guns so to speak. They know their target market and their simplicity has set them apart in the market in my opinion. Samsung strategy has really broaden as I have said before and they will continue to make strides to compete with Apple but I think Samsung's approach in terms of expanding have really helped them set apart from Apple to be different and not loose profit trying to just compete in the smartphone industry. Huawei will continue to dominate Asia but I think eventually when the ban is lifted they might come into the U.S. once again and try to disrupt the market. Strategically I would stay put and continue to pull more and more customers in Asia and maybe even go into Europe. Also, in my conclusion the numbers and ratios I have come up with were based on what is important to the companies and what my strategic mind thought would be the best for the company and what is most important. I hope my strategic analysis was quite informative and my research and numbers were helpful to you.

Sources:

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