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ENG 347.002

Recommendation Report

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**INTRODUCTION**

This sales quarter, we received approval of our proposal to research smart phone options for Anderson’s Music Emporium. This report presents the findings of our study. We researched the downfalls of our current phones. We researched our options of smart phones and concluded that it would be best to purchase new technology for our Sales Representatives. We then researched available features and associated costs of available smart phones on the market.

The problem we studied is that while Anderson’s Music Emporium is currently beginning to understand and realize the benefits of mobile technology, the current phones used by Sales Representatives only have basic calling and minimal texting features. They also have very short battery lives and no beneficial business features. The majority of our Sales Representatives are dissatisfied with the phones we provide them. This is troubling because we are missing a great opportunity to better represent ourselves with clients and to better present our products through the latest technology. We want our Sales Representatives equipped with the latest and best technology in order to conduct better and more efficient business.

Considering this problem, we researched options for changing our smart phones and concluded that offering our Sales Representatives new technology would allow them to increase sales and better present Anderson’s Music Emporium. By consulting online resources, including phone provider websites and highly trusted technology company websites, we identified several qualified phones that would solve our problem. We then decided on important criteria for the smart phones and narrowed our search to three different phones. We compared the criteria and analyzed which phone would best suit our Sales Representatives to conduct efficient business.

We concluded that the iPhone 6 Plus, at the cost of $199 per phone (under contract), would be the best fit for our sales representatives. Its screen size, music capability, and hands-free capability put it ahead of the competition. Featuring iOS8 operating system which is smooth and easy to use, an excellent camera for video and still images, a battery life among the best on the market, and Siri voice activation for better hands-free use and note taking. We therefore recommend that we purchase iPhone 6 Plus phones under 2-year contracts for each of our Sales Representatives.

In the following sections, we provide additional details about our research methods, the results we obtained, the conclusions we drew from those results, and our recommendation.

**RESEARCH METHODS**

To better understand our sales representatives’ technology concerns and consider our options, we performed the following research:

1. We investigated the extent of the problem by determining the problems with our current technology provided to sales representatives. B.K. and B.E. Anderson, owners and co-CEOs, provided information on our current phones in use. We also collected surveys from our Sales Representatives about their satisfaction with their current phones.
2. We identified what traits our new technology would need to have:
* A much better battery life than the current phones
* Ability to connect to Wi-Fi and data network
* Ability to play high quality videos and MP3s
* Some sort of security in order to protect confidential customer information
* Ability to use hands-free for note taking and more
* A large screen and easy-to-use keyboard
1. We researched our options of smart phones and concluded that it would be best to purchase new technology for our Sales Representatives. We did not consider options that didn’t meet the standard traits that we were looking for. We used the phone providers Websites to collect specific data about each phone, as well as referenced trusted technology Websites to see what the hottest and newest phones were.

Next, we identified the desirable criteria to help us make distinctions among the smart phone options. To learn what criteria are important to consider when evaluating a smart phone, we consulted online resources and surveyed our Sales Representatives and the Andersons. Here are the desirable criteria, from most important to least important:

* Battery Life
* Screen Size
* Video Capability
* Music Capability
* Data Governance (Security)
* Hands-Free Capability
* Operating System/Power
* Connectivity
* Cost
1. We compared available styles, brands, and models against our criteria.
2. Finally, we analyzed our data and formulated a recommendation.

**RESULTS**

Table 1. Smart Phone Criteria Matrix

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model** | **Battery Life1** | **Video Capability2** | **Music Capability3** | **Data Governance4** |
| **iPhone 6 Plus** | 1 | 1080p | MP3 / iTunes | Touch ID |
| **Galaxy S5** | 1.5 | 1080p | MP3 | Fingerprint Scanner |
| **HTC One M8** | 0.75 | 1080p | MP3 | Face Unlock |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model** | **Hands-Free Capability** | **Screen Size5** | **OS – Power6** | **Connectivity7** | **Cost w/ Contract**  |
| **iPhone 6 Plus** | Bluetooth / Siri | 5.5 | iOS 8 / 1.39ghz | 4G LTE / 802.11 | From $199 |
| **Galaxy S5** | Bluetooth | 5.1 | Google Android / 2.5ghz | 4G LTE / 802.11 | From $199 |
| **HTC One M8** | Bluetooth | 5 | Google Android / 2.3ghz | 4G LTE / 802.11 | From $99 |

1Battery life in terms of days under constant use.

2Video capability in full HD resolution.

3Music capability in terms of compatible files.

4Data governance refers to security systems in place.

5Screen size in inches – noted in reference for keyboard size.

6OS – operating system run on phone as well as the processor power.

7Connectivity in terms of data and Wi-Fi speeds.

**CONCLUSION**

Based on our assessment of screen size, music capability, and hands-free capability, the iPhone 6 Plus ranks best among the options considered. The iPhone 6 Plus and the Samsung Galaxy S5 ranked better than the HTC One M8 in screen size, data governance, and battery life. While the Samsung Galaxy S5 ranks better than the iPhone 6 Plus in power, the iPhone 6 Plus’ operating system is easier and faster to navigate, which makes the issue of power a non-issue. All three options have comparable data and Wi-Fi speeds. The HTC One M8 is cheaper than the other two options, however, it is lacking in battery life and accessibility, both of which are important in deciding the best option for Anderson’s Music Emporium. The iPhone 6 Plus also has better music capability than the Samsung Galaxy S5, which will allow the user to access a larger array of media to showcase to clients. The Samsung Galaxy S5 and the iPhone 6 Plus are both great contenders, but ultimately the larger screen on the iPhone 6 Plus allows better video, a larger keyboard for easier note taking, and more hands-free capabilities, allowing the user more ease of access and use. The prices of the Samsung Galaxy S5 and the iPhone 6 Plus are equal when ordered under contract. Although the Samsung Galaxy S5 provides slightly more battery life and a little more processor power, the phone’s clunky operating system and smaller screen set it back from the superior iPhone 6 Plus.

**RECOMMENDATION**

We recommend purchasing iPhone 6 Plus phones for all of the Anderson’s Music Emporium Sales Representatives. We also recommend purchasing these phones under 2-year contracts with the current phone provider and also purchasing Apple Care for each phone. This would ensure savings on the cost of the phone, insurance that would replace the phones in case of issues or accidents, and free technology training sessions to allow our Sales Representatives to get the full benefits of their new smart phones.

We conclude that offering our Sales Representatives iPhone 6 Plus phones is most likely to address our dissatisfaction with our current phones’ lack of business capabilities and to allow them to better represent Anderson’s Music Emporium and our products to clients.

**REFERENCES**

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