

An internship report
on
Measuring User's Attitude towards the attributes of Xiaomi
phone and Samsung phone in Bangladesh

This report is submitted to the Department of Accounting, Faculty of Business Studies, Hajee Mohammad Danesh Science and Technology University, Dinajpur for the partial fulfillment of the degree of Master of Business Administration (MBA in Accounting and Information Systems-AIS)



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It is my great pleasure to express my gratitude to my creator. I wish to show my utmost respect to my beloved father mother and brother because they all try their best for keeping me in joyful and jolly.

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Semester – III, January – June, 2020

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CERTIFICATE OF SUPERVISOR

I hereby certify that the concerned report on “Measuring User’s Attitude towards the Attributes of Xiaomi phone and Samsung phone in Bangladesh” is a work done by Anup Kumer Roy, bearing Student ID: 1905835, MBA in Accounting and Information Systems (AIS), Department of Accounting, Batch-08th (Semester – III, January – June 2020), Faculty of Business Studies, Hajee Mohammad Danesh Science and Technology University, Dinajpur-5200.

He has performed his work under my supervision and direction to submit the report for the partial fulfillment of the requirement of the degree of Master of Business Administration.

I wish him every success in life.

Dr. Shaikh Mostak Ahammad

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CERTIFICATE OF CO-SUPERVISOR

I hereby certify that the concerned report on “Measuring User’s Attitude towards the attributes of Xiaomi phone and Samsung phone in Bangladesh” is a work done by Anup Kumer Roy, bearing Student ID: 1905835, MBA in Accounting and Information Systems (AIS), Department of Accounting, Batch 08th (Semester – III, January – June 2020), Faculty of Business Studies, Hajee Mohammad Danesh Science and Technology University, Dinajpur-5200.

He has performed his work under my co-supervision and direction to submit the report for the partial fulfillment of the requirement of the degree of Master of Business Administration.

I wish him every success in life.

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STUDENT'S DECLARATION

I hereby declare that the research paper entitled on “Measuring User’s Attitude towards the attributes of Xiaomi phone and Samsung phone in Bangladesh” embodies the result of my own works and efforts, prepared under the supervision of Dr. Shaikh Mostak Ahammad, Professor, Department of Accounting, Hajee Mohammad Danesh Science and Technology University, Dinajpur.

I further affirm that, the work and information papered in this research paper is original and any part or whole has not been submitted to, in any form, any other University or Institution for any degree or any other purpose.

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ABSTRACT

This report analyses the user's attitudes level towards the mobile phone of Xiaomi and Samsung in Bangladesh. The report has been prepared based on primary data collected from the different types of mobile phone users in Dinajpur city by face to face conversation. The key parts of the thesis are display size, Camera quality, Design and functionality, Processing time, Operating system and version, RAM and internal memory, Battery life, Storage, Security system, Audio quality, Network Technology, Quality of touch screen, Headphone provided, Price in regards of Performance, Outlook, Video Quality, Social messaging. This study also analysis the marketing system, and compares of two mobile phones. The result discloses some problems and provides suggestion some ways. The study analyzed its benefits, limitations and the area which attract users and the area which make them satisfied. It was found that there were some dissatisfied users. However, most the users of both brands are satisfied with the attributes of their using phone but the users of Samsung phone are more satisfied than that of the Xiaomi phone. From the study it was seen that, build quality, display size, camera, design and function, quality of touch, outlook are the attributes which influence users for choosing a phone. The users have some complaint and suggestion to these brands. The price of the phone should be reduced so that everyone can afford the brands and they can meet competition in the market place. In the light of some problem, some suggestions are proposed in the field of battery backup and improved the network technology, Security system, Processing time, Operating system and version, RAM and internal memory.