**Dissertation Report on**

**Tablet Market: A Revolutionary Phenomenon**

Submitted By

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**Tablet Market :   
A Revolutionary Phenomenon**

**CERTIFICATE**

This is to certify that the dissertation report entitled “TABLET MARKET: A REVOLUTIONARY PHENOMENON” submitted by the candidate, Sachin Chawla in partial fulfillment of the requirement for the award of **Master of Business Administration by Delhi School of Management, Delhi Technological University, New Delhi** is a record of the candidates own work carried out by him under our supervision. The matter embodied in this report is original and has not been submitted for the award of any degree.

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**DECLARATION**

I hereby declare that the study entitled “TABLET MARKET: A REVOLUTIONARY PHENOMENON” is being submitted by me in the partial fulfillment of the requirement for the award of **Master of Business Administration by Delhi School of Management, Delhi technological University.**

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**EXECUTIVE SUMMARY**

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The objective of the study is to gain an overall idea about Tablet Market and determine the preference of customers towards different brands. Growth trends of tablet market are studied and future projections of growth are also shown. The tablet market is also compared with PC & Notebook market to determine the current situation as well as the future outlook of tablets in the market.

The Tablet Market is analysed for its current scenario and how Apple is dominating the market. A detailed comparison has been done amongst the various rival products of Apple and how Apple has maintained a strong lead in the market. New product Innovations from Indian market – Akaash is also studied with analysis of why it failed.

The consumer survey is done to understand the buying characteristics of the customer and how the brands are perceived differently by consumers. The features attributed for the success of various products are also attributed in analysis of research. The final analysis shows the current trends in the tablet market and future opportunities for existing players are highlighted through detailed recommendations.

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