**Dissertation Report on**

**Tablet Market: A Revolutionary Phenomenon**

Submitted By

Sachin Chawla

2K11/MBA/45

Under the Guidance of

Mr. Abhinav Chaudhary

Asst Professor, DSM DTU

****

**DELHI SCHOOL OF MANAGEMENT**

**Delhi Technological University**

**Bawana Road, Delhi - 110042**

**2013**

**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.

Date:

 Prof. P. K. Suri Mr. Abhinav Chaudhary

(Head of Department, DSM) (Asst. Prof, DSM)

**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.**

Sachin Chawla

2K11/MBA/45

Delhi School of Management, DTU

# ACKNOWLEDGEMENT

I would like to sincerely thank Delhi School of Management, DTU for giving me this opportunity of taking up such a challenging project which has enhanced my knowledge about the tablet market.

I am very grateful to Mr. Abhinav Chaudhary, Faculty Mentor, for his constant guidance and encouragement since the beginning of this project. His enlightening words have always been a source of inspiration and have motivated me to build a positive outlook and pursue the work with sincerity and passion.

I would also wish to express my gratitude to the entire faculty at DSM for providing guidance and support during the course of this project and its completion.

Sachin Chawla

2K11/MBA/45

Delhi School of Management, DTU

**EXECUTIVE SUMMARY**

**EXECUTIVE SUMMARY**

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.

**Table of Contents**

**Chapter 1 Introduction1**

1.1 History2

1.2 Traditional tablet PCs 2

1.3 Post-PC Tablets 3

1.4 Definition of Tablet 4

1.5 The Growth Of A Market5

1.6 Two Kinds Of Tablets 7

**Chapter 2 Literature Review8**

2.1 Industry Profile9

2.2Impact Of Growth Of Tablet Market On PC & Netbook’s Market9

2.3 Tablets Posing A Threat To Pc’s 13

2.4 State of the Tablet Market15

2.4.1 A Rapid Specification Increase & LTE 15

2.4.2 Major Players Of The Android Tablets In The Tablet Market16

2.4.3 Difference Between An Ipad And An Android Tablet:17

2.4.4 Summary 18

2.5 Comparative Analysis of Tablets19

2.6 Latest Introduction In Tablet Market27

**Chapter 3 Research Methodology32**

3.1 Introduction33

3.1.1 Purpose of the Study 33

3.1.2 Research Objective of Study33

3.1.3 Research Methodology of the Study34

3.2 Research Design35

3.3 Research Instrument35

3.4 Sample Design36

3.4 Questionnaire Design36

**Chapter 4 Research Study37**

4.1 Objective of Study38

4.2 Data Analysis & Interpretation38

4.3 Limitations of Study 50

4.4 Data Analyis & Finding50

4.5 Recommendations52

**Chapter 5 Bibliography53**

**Chapter 6 Appendix55**

**Table of Figures:**

Figure 1: Projected Sales of Media Tablets 6

Figure 2: Tablet Purchase Intentions 10

Figure 3: Tablet Shipment Cannibalising PC 11

Figure 4: PC Usage- Content Consumption/Sharing 12

Figure 5: Weekly Time Spent On Home Pc (In Hours) 12

Figure 6: Snapshot of Global Tablet Market for Q1 2013 17

Figure 7: Tablet Market OS Share Q4 2012 19

Figure 8: Research Methodology of Study 34

Figure 9: Gender of the respondent 40

Figure 10: Tablet as your primary computer 41

Figure 11: Brand Preference in Tablets 42

Figure 12: Screen Size preference for Tablets 43

Figure 13: Demographics of Tablet Users 44

Figure 14: Use-Based Segmentation of Tablet Users 45

Figure 15: Avg. Time spent on Tablet per day 46

Figure 16: Preference of Ipad over other Tablets 47

Figure 17: Touchscreen of Apple Ipad over other Android Tablets 48

Figure 18: Factors of success for Android 49

**List of Tables:**

Table 1: Apple Ipad vs Samsung Galaxy Tab 10.1 20

Table 2: The Apple Ipad Versus The Blackberry Playbook 22

Table 3: The Apple Ipad Versus B & N Nook 24