



## **Free Essay Samples**

### **Apple vs. Microsoft**

Two most competitive companies in the field of computing and software tools are Apple and Microsoft. Throughout the years, the dual have continued to exist in the market, antagonizing each other in numerous aspects. Noteworthy, one could describe the market structure for two as an oligopoly market structure, as their products can work interchangeably, as they exhibit a variety of similarities (Tucker, 2011). However, there is some aspect of differences in the two organizations, as each firm operates independently to achieve a competitive advantage. For this reason, a critical look at the characteristics of one firm in comparison to another plant will be of significant aid in highlighting, both the similarities, and the variations in the two corporations.

The greatest likeness in the two firms is their products, which are identical. For instance, the Microsoft has the Microsoft Zune High Definition, while the Apple has the iPod Touch, both of which have a storage capacity of 30000MBs (Noga, 2016). In addition, the Apple produces iPads, while the Microsoft Surface, both of which are tablet devices (Noga, 2016); and exhibit a wide range of similarities in their physical appearance, since the Microsoft produced Surface to compete iPads. Equally, the two compare a lot in terms of services, as each has retails stores, which they use to market their products (Hooper, 2016). Besides, the stores exhibit much resemblance in their design and systems, as both have employees that are always there for the customers (Hooper, 2016). For sure, the Microsoft and Apple offer analogous products to the public.

Notwithstanding the much resemblance in the products of the two, some differences, believably, come due to the nature of competition in the market, as one firm has to better its products to take the lead in the market command. The greatest

discrepancy is in the marketplace: the Microsoft is quite fast while dealing while acquiring a new market, whereas, the Apple gets in to the market in a slow, but keen manner to avoid any kind of mistake (Noga, 2016). This is to say that the Microsoft does not hesitate to adopt a new idea in the market, while the Apple takes its time to, first, evaluate the market critically before venturing to maximize profits. Indeed, the two corporations hold divergent cultures concerning market evaluation and entry.

Another deviation is the range of products that the two offer the market, and most especially, their compatibility with other products. A good example is the operating systems that the two produce: the Apple's Mac OS only works in the Apple computers, whereas, Microsoft's Windows OS runs on all PC computers (What is the difference between Apple and Microsoft, n.d.). Besides, the Apple Company is both a software and a hardware firm, as it is popular for producing computers and iPod (Noga, 2016). Controversially, the Microsoft specializes in software, as it majors in operating systems and mobile applications (Noga, 2016). Definitely, the two companies exhibit much variance in their products.

Conclusively, both the Apple and the Microsoft are popular for their stiff competition in the market. Essentially, they are great competitors, as their products are much alike, and thus, a consumer may not tell which to choose. However, the difference between them, both in the market place and the variety of products that they produce is significant, as it not only defines the difference between Apple and the Microsoft but also contributes a great deal to their competitive advantage. Assuredly, the firms are both comparable and contradictory depending on the factor in question.

- 
- 1 . Hooper, B. (2016). Similarities between Apple and Microsoft . Retrieved November 23, 2016, from [http://techin.oureverydaylife.com/similarities-between-apple-microsoft-18107.h t m l](http://techin.oureverydaylife.com/similarities-between-apple-microsoft-18107.html)
  - 2 . Noga, G.(2016). Apple and Microsoft Century Visit. Jewish Business Journal 1 8, 20 - 56.
  - 3 . Tucker , I.B. (2011). Microeconomics for today's world. Mason , OH: South - Western .
  - 4 . What is the difference between Apple and Microsoft ? (n.d.). Retrieved November 23, 2016, from <https://www.reference.com/business-finance/difference-between-apple-microsoft-e2801ae1eb9c954b>