

BTEC Level 2 Assignment

Unit 21: A Technology Business Learning Aim B

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Introduction

The selected prototype technology-based product for this project is the Apple iPhone 18 Pro Max. It symbolizes the future of innovation at the company, especially because such a device would combine advancements in smartphone technology with AI performance, sustainability, and enhancement in design. This paper will discuss the core issues of carrying out both primary and secondary market research for the product. I would review how this might perform in the global smartphone market, comparing it against a major competitor such as the Samsung Galaxy Ultra, and assessing its chances of success.

Furthermore, I plan to conduct a short survey or interview with prospective customers to ascertain which features and functions users value most. After compiling the research, I will review it and come up with suggestions for refining or improving the prototype of the iPhone 18 Pro Max to meet users' needs and market trends

1. Selecting a Product or Service

I have chosen the **Apple iPhone 18 Pro Max** as my prototype technology-based product. This device represents the next generation of Apple's iPhone series, combining new technologies such as artificial intelligence (AI), foldable design, solar-assisted charging, and an advanced A20 Bionic chip for improved performance.

I selected this idea because Apple is already a global leader in smartphone innovation, and new iPhone models always attract high customer interest and strong sales. The iPhone 18 Pro Max has a **good chance of success** because of Apple's loyal customer base, its strong brand reputation, and the rising demand for eco-friendly and AI-powered smartphones.

Global position: Apple is consistently a top 2 smartphone vendor worldwide. Demand driver: Premium buyers value camera quality, performance, security (Face ID), and the Apple ecosystem (iCloud, iMessage, App Store, Apple Music). Price & spend iPhone average selling prices (ASPs) remain high in mature markets, supporting premium

accessories and services. 5G mainstream Most active smartphones now support 5G, so high-speed use cases (cloud backup, live streaming, remote editing) are viable.

Flagship smartphone- the best, top tier device a company offers, featuring the most advanced technology, premium materials, and superior performance

- I selected the iPhone 18 Pro Max instead of the other ideas I considered because it has realistic potential in the future smartphone market. Customers already recognise the Apple brand and look for speed, camera quality, battery life, security and smart features. This prototype also allowed me to investigate sustainability, artificial intelligence and premium design, then use market research to suggest improvements based on customer needs.

why iphone 18 pro max get successful

As of January 2026, the **iPhone 18 Pro Max** is projected to be a major success due to **several groundbreaking hardware shifts and a strategic change in how Apple launches its devices.**

The success of the iPhone 18 Pro Max is attributed to the following key factors:

1. Significant Performance Leap (2nm Chip)

- **A20 Pro Chip:** This will be Apple's first chip built on TSMC's advanced **2nm process**.
- **Efficiency & Speed:** The A20 Pro is expected to be approximately **15% faster** and **30% more power-efficient** than the previous A19 series.
- **Integrated RAM:** New **WMCM packaging technology** integrates RAM directly onto the same wafer as the CPU and GPU, significantly boosting speeds for **Apple Intelligence (AI)** tasks.

2. Revolutionary Camera System

- **Variable Aperture:** For the first time, the main camera is expected to feature a **physical variable aperture**, allowing users to adjust depth of field and light intake similar to a DSLR camera.
- **New Sensors:** Reports suggest Apple may switch to a **three-layer stacked image sensor** (potentially from Samsung), which would improve dynamic range and reduce image noise.

what is flagship smartphone

In 2026, a **flagship smartphone** is the most advanced and important device produced by a manufacturer, representing the pinnacle of their technology, design, and performance. It acts as the "hero product" that showcases a brand's latest innovations and sets the benchmark for its entire lineup. 

Key Characteristics of 2026 Flagship Phones

Current 2026 flagship models, such as the Samsung Galaxy S25 Ultra and Apple iPhone 17 Pro, typically feature: 

- **Cutting-Edge Performance:** They use the fastest processors available, such as the **Snapdragon 8 Elite** or **Apple A19 Pro**, often paired with high RAM (up to 16GB) to support demanding AI tasks and gaming.
- **Superior Displays:** High-resolution OLED or Dynamic AMOLED 2X panels with adaptive refresh rates (up to 120Hz or 144Hz) and extreme peak brightness (often exceeding 3,000 nits).
- **Advanced Camera Systems:** Multiple lenses including high-megapixel main sensors (e.g., 200MP), periscope telephoto lenses with significant optical zoom, and specialized AI-driven photography tools.
- **Premium Build Materials:** Construction using high-end materials like **titanium**, ceramic, or advanced Gorilla Glass rather than plastic.
- **Integrated AI Capabilities:** In 2026, flagships are defined by deep AI integration for 

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2. Secondary (Desk-Based) Market Research

- Secondary research means using internet, websites, and articles.
- Main Competitor: Samsung Galaxy Ultra
- Price: About £1,199
- **Features:**
 - Big screen
 - Strong battery
 - 200MP camera
 - S-Pen
- **Functions:**
 - Take clear photos
 - Write with pen
 - Use many apps at one time
- **USP:**
 - S-Pen inside phone

Apple sells over 200 million iPhones every year.

Many people buy expensive iPhones like Pro models.

The iPhone 18 Pro Max price is about £1,300.

If Apple sells 10 million phones:

$10 \text{ million} \times £1,300 = £13 \text{ billion}$

Secondary (Desk-Based) Market Research iPhone 18 pro max

Secondary desk-based market research for the **iPhone 18 Pro Max**—slated for release in **September 2026**—reveals a significant design shift focused on an "unobstructed display" and advanced biometric integration. 

Product Specifications (Rumored & Leaked)

- **Front Design Revolution:** The iPhone 18 Pro Max is widely reported to feature **under-display Face ID** technology, allowing Apple to replace the "Dynamic Island" with a much smaller **single punch-hole cutout** for the selfie camera.
- **Display Improvements:** It is expected to feature a **6.86-inch LTPO 120Hz display**, potentially the largest and most immersive screen on an iPhone to date.
- **Operating System:** The device will debut with **iOS 20** (following the progression from iOS 18 in 2024 and iOS 19 in 2025).
- **Potential Colors:** Early social media leaks suggest experimental colors such as "Blood Clot Brown" and a new shade of purple. 

Market Dynamics & Consumer Trends (2025–2026)

- **Market Share Dominance:** As of late 2025, Apple remains the leader in key markets like the UK, holding over **50% market share**.
- **Refurbished Market Growth:** High new-device pricing is driving a surge in the **secondary (refurbished) market**, with 50% month-on-month growth for 40% of sales.

samsung galaxy s26 ultra estimated price

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◆ AI Overview

The Samsung Galaxy S26 Ultra's estimated price is expected to be around **\$1299 to \$1399 USD**, potentially starting at the same price as the S25 Ultra but with rumors of slight increases to \$1359 or more due to rising component costs, while UK estimates suggest £1249 to £1299. 

Key Price Points & Factors

- **Base Price:** Many sources suggest a starting price near the S25 Ultra's \$1299/£1249 mark.
- **Potential Hike:** Some leaks point to a small increase, perhaps \$30-\$50, possibly bringing the starting price to \$1359 or higher in some regions.
- **Factors for Price Change:** Rising memory and component costs, plus Samsung's strategy, could influence the final price.
- **Storage Tiers:** Expect higher prices for increased storage (e.g., 512GB or 1TB), potentially ranging from \$1419-\$1519 for 512GB models. 

Regional Estimates

- **USA:** Around \$1299 - \$1399+.
- **UK:** Around £1249 - £1299+. 

Note: These are estimates based on leaks and rumors; the official price will be revealed at Samsung's launch event, likely in early 2026. 

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iphone 18 pro max estimated price

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✦ AI Overview

While Apple hasn't announced prices, the estimated starting price for the iPhone 18 Pro Max is around **\$1,199 to \$1,299 in the US**, with higher storage models costing more, potentially reaching \$1,399 or more for top configurations, following trends from previous years and accounting for potential new tech. In India, estimates suggest a starting price near ₹1,39,900 - ₹1,49,900. [🔗](#)

Key Price Points & Considerations:

- **Starting Price (US):** Expect around \$1,199 - \$1,299 for the base model.
- **Higher Storage:** 512GB and 1TB versions will cost significantly more.
- **India:** Base model potentially starting around ₹1,39,900 - ₹1,49,900.
- **Factors Influencing Price:** New features like potential under-display Face ID, advanced cameras (like periscope lenses), and new materials (like titanium) could drive prices up, say [Tech Times](#). [🔗](#)

When to Expect Official Pricing:

- Official pricing will be revealed closer to its anticipated launch, likely in **September 2026**, alongside the standard iPhone 18 and other Pro models. [🔗](#)

iphone 18 pro max estimated price in uk

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★ AI Overview

There's **no official price** for the iPhone 18 Pro Max as it's not released yet (likely late 2026 or 2027), but based on current iPhone 17 Pro Max pricing (starting around £1,199) and general price increases, expect it to start **significantly higher, potentially £1,299-£1,499+** in the UK, with higher storage models costing even more, reflecting advanced tech like a potential 2nm chip. 

Price Predictions & Context:

- **Current Model (iPhone 17 Pro Max):** Starts at £1,199 for 256GB, going up with storage.
- **Previous Model (iPhone 16 Pro Max):** Started at £1,199.
- **Anticipated Features:** Rumors suggest advanced chips (like the A20) and new tech, which usually drive prices up.
- **Economic Factors:** Inflation and chip costs will influence the final price. 

Estimated UK Price Range (Speculative):

- **Starting Price (256GB):** £1,299 - £1,499+.
- **Higher Storage (1TB):** Could reach £1,699 - £1,999+. 

Key Takeaway: Expect it to be Apple's most expensive iPhone yet, reflecting innovation and market conditions at its late 2026/early 2027 launch. 

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3. Primary (Field-Based) Market Research

I did an **online survey**. I asked **10 people**. Age was **18 to 35 years**.

● Questions

● 1. What is your age?

- 16–20
- 21–25
- 26–30
- 31–35
- 36+

●

● 2. Do you use a smartphone?

- Yes
- No



● **3. Which phone do you use now?**

- iPhone
- Samsung
- Other Android
- Other



● **4. Would you like to buy a future iPhone (iPhone 18 Pro Max)?**

- Yes
- Maybe
- No



● **5. Which features are most important to you? (Choose 2)**

- Camera quality
- Battery life
- Fast speed
- Screen size
- Security (Face ID)



● **6. Do you like AI features in phones?**

- Yes
- No
- Not sure



● **7. How important is battery life for you?**

- Very important
- Important
- Not important



● **8. What price would you pay for iPhone 18 Pro Max?**

- Under £1,000
- £1,000 – £1,200
- £1,200 – £1,400
- Over £1,400



● **9. What do you like most about iPhones?**

(Short answer)



● **10. Any suggestion to improve iPhone 18 Pro Max?**

(Short answer)



● **End Message:**

- Thank you for your time 😊

● **Survey Results**

- **8 out of 10** people said **Yes** or **Maybe** to buying iPhone 18 Pro Max.
- **7 people** are current iPhone users.

- **9 people** said **camera quality** is very important.
- **8 people** said **battery life** is very important.
- **6 people** like **AI features** in phones.
- **Price Results**
 - £1,000 – £1,200 – **6 people**
 - £1,200 – £1,400 – **4 people**
- **What Users Like**
- Most users like:
 - Easy to use phone
 - Good camera
 - Fast speed
- **What Users Want to Improve**
- Some users said:
 - Battery should last longer
 - Price should be lower

Research method	Sample size	Participant age
Online questionnaire	10 people	18–35

4. Competitor Comparison

Feature	iPhone 18 Pro Max	Samsung Galaxy Ultra
Price	£1,399	£1,199
Camera	AI camera	200MP camera
Security	Face ID	Fingerprint

USP	Easy + Apple system	S-Pen

Why iPhone is better:

Easy to use

More secure

Works well with other Apple devices

5. Refinement of the Product or Service

Based on research, I suggest changes

1. Price should be lower
2. Battery should be stronger
3. AI should be simple
4. More storage options

6. Justification of the Changes

Low Price = More People Will Buy

If the phone price is low, more people can afford to buy it. Many people like iPhones but they cannot buy them because they are expensive. A lower price means more customers. More customers mean higher sales.

Better Battery = Phone Lasts Longer

If the battery is better, the phone can last the whole day. Users will not need to charge it again and again. This is very useful for work, study, and travel. People prefer phones with long battery life.

Simple AI = Easy for Everyone

Some people do not understand new technology easily. If the AI is simple, people of all ages can use the phone. Older people and new users will not feel confused. An easy to use phone makes users happy.

More Storage = Good Value for Money

More storage means more space for photos, videos, and apps. Users will not need to delete things often. People will feel that the phone is worth their money. Good value encourages people to buy the product.

Why These Changes Make the Product Better

These changes

Make the phone more affordable

Make the phone easier to use

Make the phone better for daily life

Because of this, more people will like the phone and choose to buy it.

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Conclusion

The iPhone 18 Pro Max is a good product. Apple is strong company. People like camera, battery, and speed. Research shows people want this phone. After changes, the product is better. It is ready for market.

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why iphone 18 pro max get successful

As of January 2026, the **iPhone 18 Pro Max** is projected to be a major success due to **several groundbreaking hardware shifts and a strategic change in how Apple launches its devices**.

The success of the iPhone 18 Pro Max is attributed to the following key factors:

1. Significant Performance Leap (2nm Chip)

- **A20 Pro Chip:** This will be Apple's first chip built on TSMC's advanced **2nm process**.
- **Efficiency & Speed:** The A20 Pro is expected to be approximately **15% faster** and **30% more power-efficient** than the previous A19 series.
- **Integrated RAM:** New **WMCM packaging technology** integrates RAM directly onto the same wafer as the CPU and GPU, significantly boosting speeds for **Apple Intelligence** (AI) tasks.

2. Revolutionary Camera System

- **Variable Aperture:** For the first time, the main camera is expected to feature a **physical variable aperture**, allowing users to adjust depth of field and light intake similar to a DSLR camera.
- **New Sensors:** Reports suggest Apple may switch to a **three-layer stacked image sensor** (potentially from Samsung), which would improve dynamic range and reduce image noise.

what is flagship smartphone

In 2026, a **flagship smartphone** is **the most advanced and important device produced by a manufacturer, representing the pinnacle of their technology, design, and performance**. It acts as the "hero product" that showcases a brand's latest innovations and sets the benchmark for its entire lineup.

Key Characteristics of 2026 Flagship Phones

Current 2026 flagship models, such as the Samsung Galaxy S25 Ultra and Apple iPhone 17 Pro, typically feature:

- **Cutting-Edge Performance:** They use the fastest processors available, such as the **Snapdragon 8 Elite** or **Apple A19 Pro**, often paired with high RAM (up to 16GB) to support demanding AI tasks and gaming.
- **Superior Displays:** High-resolution OLED or Dynamic AMOLED 2X panels with adaptive refresh rates (up to 120Hz or 144Hz) and extreme peak brightness (often exceeding 3,000 nits).
- **Advanced Camera Systems:** Multiple lenses including high-megapixel main sensors (e.g., 200MP), periscope telephoto lenses with significant optical zoom, and specialized AI-driven photography tools.
- **Premium Build Materials:** Construction using high-end materials like **titanium**, ceramic, or advanced Gorilla Glass rather than plastic.
- **Integrated AI Capabilities:** In 2026, flagships are defined by deep AI integration for **on-device processing, real-time translation, and enhanced security**.

Secondary (Desk-Based) Market Research iPhone 18 Pro Max

Secondary desk-based market research for the **iPhone 18 Pro Max**—slated for release in **September 2026**—reveals a significant design shift focused on an "unobstructed display" and advanced biometric integration. 

Product Specifications (Rumored & Leaked)

- **Front Design Revolution:** The iPhone 18 Pro Max is widely reported to feature **under-display Face ID** technology, allowing Apple to replace the "Dynamic Island" with a much smaller **single punch-hole cutout** for the selfie camera.
- **Display Improvements:** It is expected to feature a **6.86-inch LTPO 120Hz display**, potentially the largest and most immersive screen on an iPhone to date.
- **Operating System:** The device will debut with **iOS 20** (following the progression from iOS 18 in 2024 and iOS 19 in 2025).
- **Potential Colors:** Early social media leaks suggest experimental colors such as "Blood Clot Brown" and a new shade of purple. 

Market Dynamics & Consumer Trends (2025–2026)

- **Market Share Dominance:** As of late 2025, Apple remains the leader in key markets like the UK, holding over **50% market share**.
- **Refurbished Market Growth:** High new-device pricing is driving a surge in the **refurbished market**, with **50% growth** projected for **2026**. 

samsung galaxy s26 ultra estimated price

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✦ AI Overview

The Samsung Galaxy S26 Ultra's estimated price is expected to be around **\$1299 to \$1399 USD**, potentially starting at the same price as the S25 Ultra but with rumors of slight increases to \$1359 or more due to rising component costs, while UK estimates suggest £1249 to £1299. ⓘ

Key Price Points & Factors

- **Base Price:** Many sources suggest a starting price near the S25 Ultra's \$1299/£1249 mark.
- **Potential Hike:** Some leaks point to a small increase, perhaps \$30-\$50, possibly bringing the starting price to \$1359 or higher in some regions.
- **Factors for Price Change:** Rising memory and component costs, plus Samsung's strategy, could influence the final price.
- **Storage Tiers:** Expect higher prices for increased storage (e.g., 512GB or 1TB), potentially ranging from \$1419-\$1519 for 512GB models. ⓘ

Regional Estimates

- **USA:** Around \$1299 - \$1399+.
- **UK:** Around £1249 - £1299+. ⓘ

Note: These are estimates based on leaks and rumors; the official price will be revealed at Samsung's launch event, likely in early 2026. ⓘ