

[INSERT DATE]

[INSERT FULL NAME]

[INSERT JOB TITLE]

[INSERT COMPANY NAME]

[INSERT COMPLETE ADDRESS]

**Subject: Product Analysis Report**

Dear Mr. /Ms. [INSERT SURNAME]:

I have attached herein your request for a product analysis report on our new smartphone product [INSERT SMARTPHONE MODEL]. As per request, the report covers the specifications, features, cost, quality, availability, and other facets of the product, including a detailed comparison of the product with the flagship smartphones from [INSERT OTHER SMARTPHONE BRANDS].

Should you have any concerns regarding the report, please don’t hesitate to call me directly at [INSERT CONTACT NO.]. You may also email at [INSERT EMAIL ADDRESS].

Very truly yours,

[INSERT FULL NAME]

[INSERT JOB TITLE]

[INSERT COMPANY NAME]

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**1. PRODUCT OVERVIEW**

[INSERT SMARTPHONE MODEL] is the latest flagship smartphone from [INSERT BRAND NAME]. Compared to the previous flagship model, the new model has higher battery capacity and a larger diagonal display. It also has better front and rear cameras at [INSERT CAMERA PIXELS AND APERTURE], a faster processor - [INSERT CHIPSET], and runs on the latest operating system - [INSERT OPERATING SYSTEM].

The [INSERT SMARTPHONE MODEL] is ahead of the curve in terms of photo and video quality with its wide-angle shooter and dual aperture camera. The new model also boasts new fingerprint and face scanner, which provides for more accurate and faster fingerprint and face scanning. It has also improved its slow motion feature and allows users to create GIF image formats. The new camera also creates augmented reality version of images captured from both front and rear cameras. [INSERT SMARTPHONE MODEL] is still water and dust resistant, and with wireless charging features.

**2. CAMERA**

[INSERT SMARTPHONE MODEL] supports F1.5 and F2.5 aperture modes installed on both front- and rear-facing camera. The dual aperture feature allows for more stunning and detailed photos in different kinds of light. With the two f-stop modes, the camera automatically adapts to bright and low light settings, similar to a human eye.

[INSERT IMAGES CAPTURED WITH BRIGHT LIGHT]

[INSERT IMAGES CAPTURED WITH LOW LIGHT]

The new camera also features a new super speed sensor which shoots at an incredible speed of nine hundred and sixty frames per second (960 fps). The slow motion feature, however, only supports high-definition resolution. The slow motion videos stored on the phone can also be used as lock screens.

Another latest feature is the improved optical image stabilization (OIS). The improved OIS keeps videos and photos clear even in shaky shots.

[INSERT IMAGE]

The camera focus is also a highlight for the [INSERT SMARTPHONE MODEL]. Using the rear camera, focus on the subject creates a blur that will give the image a DSLR-like quality.

**3. AUGMENTED REALITY**

The augmented reality (AR) feature of the new [INSERT SMARTPHONE MODEL] allows users to create an animated version of themselves. This feature makes messaging more alive, fun, and expressive. However, there are some expressions and movements that may not be captured by the AR feature.

[INSERT SAMPLE PICTURES]

**4. DESIGN**

[INSERT SMARTPHONE MODEL] has a display ratio of [INSERT DISPLAY RATIO] which gives users a cinema-like experience. The bezels in [INSERT SMARTPHONE MODEL] have been significantly reduced compared to the previous flagship model thereby giving users more screen for viewing and interaction.

[INSERT IMAGE]

The body’s design is sleek and stunning and gives an overall seamless feel. The design does not compromise comfort when using the phone. The size and design fits perfectly with your hand and provides users with a safe and comfortable grip.

[INSERT IMAGE]

**5. PERFORMANCE**

The audio experience with [INSERT SMARTPHONE MODEL] is brilliant. The new model has crisper and louder stereo speakers than the previous flagship model and other flagship brands.

[INSERT SMARTPHONE MODEL] combines face detection and iris recognition as its newest security feature. This new technology allows accurate and fast scanning even in low light. The sensors used in the fingerprint scanner have been significantly improved, thus providing for more accurate and faster fingerprint scanning compared to other flagship brands.

The water-resistant feature has an IP68 rating which means that users don’t have to worry about using the phone on account of rain. The rating also means that the phone can be submerged under fresh water up to 1.5 meters for 30 minutes. The wireless charging feature has not been changed with the model.

The combination of the latest OS, RAM, and chipset makes the whole user experience fast, smooth, and fluid. There are no noticeable glitches while using even the most heavy mobile games and applications. Phone storage will not be an issue for [INSERT SMARTPHONE MODEL] as storage space can be expanded for up to 400GB using a MicroSD card.

**6. PRODUCT SPECIFICATION COMPARISON**

A. NETWORK

|  |  |  |  |
| --- | --- | --- | --- |
| **Specification** | **[INSERT COMPANY SMARTPHONE MODEL]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** |
| 1. Technology | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 2. 2G Bands | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 3. 3G Network | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 4. 4G Network | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 5. Speed | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 6. GRPS | [YES OR NO] | [YES OR NO] | [YES OR NO] |
| 7. EDGE | [YES OR NO] | [YES OR NO] | [YES OR NO] |

B. LAUNCH

|  |  |  |  |
| --- | --- | --- | --- |
| **Specification** | **[INSERT COMPANY SMARTPHONE MODEL]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** |
| 1. Announced | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 2. Released | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 3. Status | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |

C. BODY

|  |  |  |  |
| --- | --- | --- | --- |
| **Specification** | **[INSERT COMPANY SMARTPHONE MODEL]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** |
| 1. Dimensions | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 2. Weight | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 3. Build | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 4. SIM | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |

D. DISPLAY

|  |  |  |  |
| --- | --- | --- | --- |
| **Specification** | **[INSERT COMPANY SMARTPHONE MODEL]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** |
| 1. Type | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 2. Size | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 3. Resolution | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 4. Multitouch? | [YES OR NO] | [YES OR NO] | [YES OR NO] |
| 5. Protection | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |

E. PLATFORM

|  |  |  |  |
| --- | --- | --- | --- |
| **Specification** | **[INSERT COMPANY SMARTPHONE MODEL]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** |
| 1. Operating System | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 2. Chipset | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 3. CPU | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 4. GPU | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |

F. MEMORY

|  |  |  |  |
| --- | --- | --- | --- |
| **Specification** | **[INSERT COMPANY SMARTPHONE MODEL]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** |
| 1. Card slot | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 2. Internal Memory | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |

G. CAMERA

|  |  |  |  |
| --- | --- | --- | --- |
| **Specification** | **[INSERT COMPANY SMARTPHONE MODEL]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** |
| 1. Primary | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 2. Features | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 3. Video | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 4. Secondary | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |

H. SOUND

|  |  |  |  |
| --- | --- | --- | --- |
| **Specification** | **[INSERT COMPANY SMARTPHONE MODEL]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** |
| 1. Alert types | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 2. Loudspeakers | [YES OR NO] | [YES OR NO] | [YES OR NO] |
| 3. 3.5mm jack | [YES OR NO] | [YES OR NO] | [YES OR NO] |
| 4. Dedicated mic | [YES OR NO] | [YES OR NO] | [YES OR NO] |
| 5. Active noise cancellation | [YES OR NO] | [YES OR NO] | [YES OR NO] |

I. FEATURES

|  |  |  |  |
| --- | --- | --- | --- |
| **Specification** | **[INSERT COMPANY SMARTPHONE MODEL]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** |
| 1. Primary | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 2. Features | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 3. Video | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 4. Secondary | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |

J. COMMUNICATION

|  |  |  |  |
| --- | --- | --- | --- |
| **Specification** | **[INSERT COMPANY SMARTPHONE MODEL]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** |
| 1. WLAN  | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 2. Bluetooth | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 3. GPS | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 4. NFC | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 5. Infrared port | [YES OR NO] | [YES OR NO] | [YES OR NO] |
| 6. Radio | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 7. USB | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |

K. FEATURES

|  |  |  |  |
| --- | --- | --- | --- |
| **Specification** | **[INSERT COMPANY SMARTPHONE MODEL]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** |
| 1. Sensors | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 2. Messaging | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 3. Browser | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 4. Java | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |

L. BATTERY

|  |  |  |  |
| --- | --- | --- | --- |
| **Specification** | **[INSERT COMPANY SMARTPHONE MODEL]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** |
| 1. mAh | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 2. Removable | [YES OR NO] | [YES OR NO] | [YES OR NO] |
| 3. Stand-by time | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 4. Talk time | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |

M. MISCELLANEOUS

|  |  |  |  |
| --- | --- | --- | --- |
| **Specification** | **[INSERT COMPANY SMARTPHONE MODEL]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** |
| 1. Colors | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 2. Price | USD 0.00 | USD 0.00 | USD 0.00 |

N. TEST

|  |  |  |  |
| --- | --- | --- | --- |
| **Specification** | **[INSERT COMPANY SMARTPHONE MODEL]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** | **[INSERT OTHER SMARTPHONE MODEL AND BRAND]** |
| 1. Performance - Base mark OS II | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 2. Performance - Base mark X | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 3. Display - Contrast ratio (nominal) | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 4. Display - Contrast ratio (sunlight) | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 5. Loudspeaker - Voice | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 6. Loudspeaker - Noise | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 7. Loudspeaker - Ring | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 8. Audio Quality - Noise | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 9. Audio Quality - Crosstalk | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |
| 10. Battery life - endurance rating | [INSERT DETAIL] | [INSERT DETAIL] | [INSERT DETAIL] |