ME

[Name of the Writer]

[Name of the Institution]

ME

 Point of parity and point of difference are two different concepts that are used in marketing to define the uniqueness and similarities of products with its competitors. The Point of Differentiation is the amount of disparity that a product holds as compared to a similar product of its competitors (Ang, 2014). Point of differentiation helps an organization to get a maximum number of customers and get customers' loyalty at a large scale. On the other hand point of parity refers to the number or amount of similarities that a product holds with the other company’s products (Davcik, & Sharma, 2015).

 Points of Differentiation and Points of Parity can be seen in the products of many organizations in the local as well as the global market. One of the most striking and prominent examples can be taken in the form of products offered by McDonalds and KFC. Both brands offer their products in the same area, i.e., fast food and are cutting-edge competitors of each other. The point of parity lies in providing the same kind of products like burgers and French fries. The point of difference lies in the choice of the menu. McDonald's has a more diverse menu as compared to KFC, which only provides products in chicken.

 Another example in this respect can be taken in the form of mobile phones provided by Apple and Samsung. Samsung and Apple are cut-throat rivals in the industry of mobile phone products and offer a different range of products in order to satisfy their customers. In the case of both the companies, the point of parity lies in the basic features of their products that they are used for communication purposes, whereas as the point of difference can be taken as the modes of communication. The basic operating system for both the phones is different as Samsung supports Android operating system and Apple iPhone carries iOS.

**References**

Ang, L. (2014). Principles of integrated marketing communications. Cambridge University Press.

Davcik, N. S., & Sharma, P. (2015). Impact of product differentiation, marketing investments and brand equity on pricing strategies: A brand level investigation. *European Journal of Marketing*, *49*(5/6), 760-781.