

Abstract:

The world of mobile handset is in a tailspin where every company is seeking an upper hand in the market of evolving handset market by offering newer, better and faster technology whether they be software's, hardware, camera, connectivity but in this game customers are bound to the offerings by company's without a say according to his likes and dislikes. The current case is an effort to analyze the possibilities of customization of the mobile handset offerings thereby shifting the power of choice from the manufacturer to the customer.