

MARKETING FUNDAMENTALS

Student Name:Mustafa Mustafa

Student ID Number: 1920425

Module Code: LCBB4004

ASSESSMENT: 1

Lecturer's Name:Rula Alousi

Table of Contents

Introduction	4
Task-1	5

Conclusion.....	12
Reference	13

Introduction

This assignment centers on expressing knowledge on marketing mix and the discussions also includes the role of marketing for implementing a project. This assignment has been also presented in the form of creative blog posts that encourages the consumers to communicate with the chosen company Apple through blog post interaction and this will also help the company to communicate with the organization by the means of their blog post.

Task-1

History



Early years

To revolutionize the consumer electronic industry, the company Apple focused on producing servers, electronics and personal computers that would attract global consumer-based due to the innovation added to the personal computers (Apple Inc, 2020). The company finally was capable to gain a competitive edge within the global markets due to the design of the products.

Steve Jobs and the original McIntosh

The former inventor of the company Steve Jobs invented the original Macintosh computer that was different from other personal computers that were available at the markets. The Macintosh had an original graphical user interface that introduced the consumers to the icon and a mouse that was also user-friendly to the users.

Apple 1

The invention and the introduction to the product Apple 1 also revolutionized the markets as the product launch brought success to the company Apple and gained the attention of a wider consumer base. The selling price of the product was also capable to ensure the consumer with convenience in purchasing the product.



Vision

Meeting market needs through a global presence

The vision of the company has been always to meet the needs of the consumers and this motto has been followed by the company over the past decades. Whether the first Macintosh computers to the recent launch of the highly innovative Apple IOS and the Apple I-phone, the company thrives on meeting the demand of the consumers within the global markets (Apple Inc, 2020).

Prioritizing consumers

The products that are offered to the consumers of the company are designed by keeping the needs of the consumers in mind and due to this reason the vision of the company has been always to create and also upgrade the products that can be considered as user-friendly by the consumers.

Customer support

The priority within the vision of the company has been also to provide the customers with continuous support and this mindset has allowed the company to excel within the global technological sector.



Mission



Personal experience

The company has been inclining on the motto of one person, one computer and this motto has been also focused at building a long term relation with the global consumers. The company has also ascertained on the fact that the products are capable to bring difference to the lives of the global consumers.

Importance to the shareholders

The products of the company are also designed based on the needs of their shareholders since the shareholders of the company are their suppliers and advisors and the global government. Hence, their interests have been also frequently prioritized by the company Apple Inc.

Promoting innovation within the employees

The mission of the company since the commencement of the business was to ensure that the employees can be provided with an environment that can allow them to thrive within the company. This focused on providing an environment that allows them to practice innovation and also contribute to produce the products by using state of the art technology that is available.

Apple products

i-pad pro



The new product that has been launched this year reflects on the innovative mindset of the company and also aims to fulfill the core mission of the company. The product has gone through several upgrades where new additions include; bionic processor, depth scanner AR and true-depth camera face. The other additional attachments that have been provided with the product are Apple pencil 2, Magic keyboard and smart keyboard.



New i-Phone

The i-phone SE that has been the core product of the company has been higher in demand among the global consumer base on Apple (Apple Inc, 2020). The product has also gone through several upgrades to ensure that the consumers within the global industry are provided with the best features. Some of the features that have been added to the product include; Retina HD display, higher pixel resolution and the new Haptic touch system (Borden, 2014).

Innovation within personal computer

The company has released the Macbook Air that ensures that the consumers are provided with the best experience in using personalized computer. The Macbook air also provides the users with new form of features that replicates the need of the consumers, by understanding the features that the users expect from the product.



Relevant price

Keeping users in mind

The company has been aware of the fact that the consumers of the different regions within their global consumer base have different financial condition. Hence, the products are also priced, based on the features of that are added to the product. This also includes; low cost products such as i-pad that is priced at £243 within the UK market. So, the price has been also set, based on the capability of the consumers within a global customer base.

Payment convenience

The company has been also supporting the consumers with different payment options such as; online credit options by affiliating with the online banking companies such as Visa and PayPal and the consumers are also capable to purchase their products within different regions where the stores are available (Kotler et al, 2011). Hence, the payment method of the company is one of the strongholds of the overall project.



Reaching a global customer

The company also plans to sell their products to a global consumer base and due to this reason; the payment options have been provided that allows the consumers to pay for the products without much hassle or problems. This will also allow the company to sell more products to a large number of consumers (Apple Inc, 2020).

Available stores

Apple online stores

The company has been also providing purchase convenience to the global consumers by being present on the internet. The Apple online stores have been affective in selling the products directly to the consumers (Apple Inc, 2020). Hence, this will allow the consumers to remain in sync with upgrades and new installments that are developed by the Apple team, hence providing continuous customer support by the means of the Apple store.

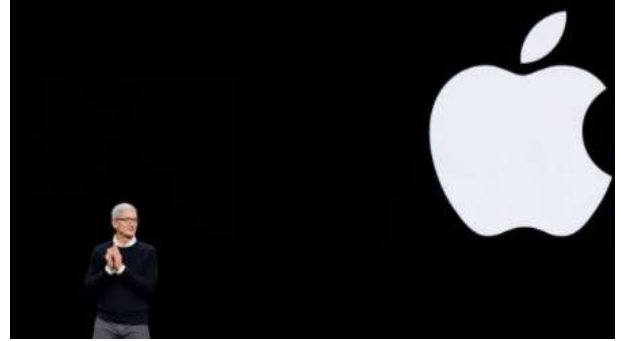


Global stores

Most of the products of the company have been also made available to almost all the regions of the world and within the major cities of the world (Swayne et al, 2011). There are currently 510 stores that are operational within the nations such as; South Korea, Germany, France, Brazil, Canada and Australia and many other countries and this will also allow the company to carry out sales and maintenance of the product within these stores (Apple Inc, 2020).

Customer service

The customer service of the company is also provided by the online and the local operations and due to this reason, the stores also consists of the customer support teams such as technicians. They will always provide any sort of repairmen within effectiveness and within lesser time.



Marketing and communication

Brand image

The products of the company have gained a prominent brand image and due to this reason, the promotion of the products relies on the overall services and the usability of the product to the consumers.

Apple events

The event arranged by the company has been also affective as the company promotes the date and time of the event (Elliott et al, 2012). The event promotion has been also effective since the events focuses on informing the consumer and different media outlets on the features of the products such as; i-pad pro, i-phone and Macbook air. The promotional campaigns are also centered

Social media

Almost all the consumers are now available on social media and this is also an effective way to promote these products to the global consumer base. The social media promotions are also effective in answering the queries of the customers.

Live video chat



Facebook has been offering the customers of the company with the convenience to live video chat and this will allow the company to engage the customers by encouraging conversation with them (Mulhern, 2010). This also helps to inform the customers on the new features and upgrades that are added to these products.

Conclusion

The blogs that have been presented in this assignment, allow the company Apple to interact with different consumers that are interested to purchase their products. The blog also centres on ensuring that the consumers are aware of the products and they can also communicate with the company for asking questions that are related to creating value with the customers and also bring success for the overall marketing project of the company.

Reference

Borden, N., (2014). The Concept of the Marketing Mix. *Harvard Business School Journal*, 2, pp.7-12.

Kotler, P. and Armstrong, G., (2011). *Principles Of Marketing*. Englewood Cliffs, N.J.: Prentice Hall.

Swayne, L. and Dodds, M., (2011). *Encyclopedia Of Sports Management And Marketing*. Thousand Oaks, Calif.: Sage Publications, Inc.

Elliott, G., Rundle-Thiele, S. and Waller, D., (2012). *Marketing*. Milton, Qld.: John Wiley and Sons Australia.

Apple Inc, (2020), Link< <https://www.apple.com/>> Accessed[20th, December, 2020]

Mulhern, F., (2010). Integrated marketing communications: From media channels to digital connectivity. *Journal of Marketing Communications*, 15(2-3), pp.85-101.