
APPLE

Name : Viorel Badale

Student Number: 1909486

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Lecturer's Name; Tushara Balendran

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INTRODUCTION

In this assignment, the learner will know about the marketing, marketing process and marketing mix, also the targeted market in context to Apple Company. The roles of marketing to create value for the customers will also be provided and the Ansoff matrix analysis will also be done. Also, the stakeholder analysis will be provided. The communication model will also be discussed and the integrated communication marketing with types of promotions will also be done in this assignment. The selected brand for the assignment is Apple.

PART1

1. MARKETING PROCESS AND MARKETING MIX ROLES

Marketing is a motion, group of associations and procedures for making, delivering, communicating and switch over contributions that have importance for patrons, associates and society at outsized.

Marketing process – beneath marketing notion, the company have to discover a direction to determine unhappy customer requirements and carry to market commodities that gratify those requirements (Grunt et al., 2017). The procedure of undertaking can be replicated in series of stages: the state is examined to recognize chances, a strategy is created for value ratio, planed decisions were made, the plan is executed and the outcome is monitored.



Figure: Marketing Process

Source: (Grunt et al., 2017)

Vision - Apple is dedicated to fetching the most excellent individual computing practices to creative professionals, students, customers and teachers in the world by their pioneering hardware, internet offerings and software.

Mission – apple invent Macs, the most excellent individual computer in the world, with OS X, iWork, iLife and specialized software. Apple guides the digital music revolution with their iPods and iTunes online shop (Panmore, 2020). Apple has innovated the mobile with its innovative iPhone and App Store and is the outlook of mobile media and multiple devices.

Strategy –In Apple's advertising tactic product is the main essential thing. Apple's products assist in attaining market share, brand faithfulness and brand alertness (Panmore, 2020). They are identified for their sole design and style, pioneering marketing, outstanding strategy and great communication. Apple uses immense marketing strategy and they follow it for their all product.

Target Market–the apple advertisement capture one and all in their marketplace. They capture young people, ladies, industry people, and sound engineers. Apple objective is the market and to capture them. Apple has its brand reputation in the minds of patrons. They are a well-known company to all (Dolnicar et al., 2018). The Apple word is heard it reminds their iPods, iPhone, etc.

Marketing Mix

Marketing mix involves multiple sections of a focal point as an element of a complete marketing plan. The term frequently indicates general categorization that starts as the 4p's product, price, place and promotion (Wu and Li, 2018).

Product – this resolves the output of the trade organisation. Apple product mix involves merchandise and services that are categorized as IT (Išoraitė, 2016). Though, the brand

carries on expanding its product mix, making the option of adding non-IT-link products in these aspects. Apple main products are:

- Mac
- iPod
- iPad
- Apple TV
- iPhone
- Apple Watch

Price—Apple has formed the picture of a top brand. Inexpensive goods have never been an element of Apple's creation collection. It pursues a first-rate pricing scheme. These goods are supposed mostly for higher-end customers (Wu and Li, 2018). These goods are technologically superior and provide to the assorted compute, mobile computing, entertainment, statement and other requirements of high-end customers. From iPad to iPhone, Apple Watch and Mac book all are carrying high price tags.

Place—Apple uses many allocation outlets to reach its customers in the world. From their retail store to online and offline channels they use many outlets for the delivery of their products and facilities (Išoraitė, 2016). Customers can purchase Apple products from their stores or can order online from their official website and other's online websites like eBay, Amazon etc. Apple has an international network of distributors for business their products.

Promotion – Apple tactics of marketing is also as elegant as its product line. These make use of both straight and alternative methods to encourage their goods. Apple goods are so required following in the market that many of them get viral before they get launched. Apple promotes its products by its website and from other online shopping websites too involving social media (Išoraitė, 2016). Apart from this, Apple has

also used TV and print media to promote its product in market elegantly. Their advertisements meant to emphasize the different features of their goods and individuality.

PESTEL ANALYSIS

It is used to examine and monitor the macro environment aspects that are affecting the company.

Political	• Apple is in front line on music, could guide, antitrust fear and political force to split the company positive or its limits in market share. • Apple's close relationship with China might become a political concern in countryside like the US and Japan if China is to be seen as a risk (Perera, 2017). • Apple might turn into the objective of emerging self-rule and anti-Americanism in China, which possibly will decrease its market share.
Economic	• Amplified work outlay in China possibly will remove the rate benefit of a few Apple products. • Idle middle-class revenues in a few urban countries, as well as the UK, might get smaller the possible market for higher-end customer supplies, for example, those promoted by Apple. • A well-built UK dollar possibly will boost exchange charge, building it more expensive for Apple to do dealing in main marketplace like Europe and China.
Social	• The immense developments in purchaser expenses in pending decades will be in area of the world, for instance, Africa where the public is unknown with Apple commodities. • Customers in markets and youngsters in Apple's familiar markets, for instance, the US, not have the well-built expressive connection to Apple products that make sales. • There is a reply facing expensive and trendy products amongst a

few patrons in the US, UK and Europe (Perera, 2017).

- Ethical concerning Apple's production in China can restrict its products' request between socially-aware patrons.

Technological

- The quantity of new buyer commodities Apple can perform is inadequate. Several of its latest contributions, for instance, Apple TV, will cover a narrow marketplace.
- Rising use of mobiles and tablets will decrease requirement for Apple's popular special computers.
- Apple's dominion functional method may restrict the range of app existing to smartphone customers.

Environmental

- The main environmental matter covering Apple is the exclusion of used or non-working electronic types of equipment. The cost of an arrangement of devices, mainly those includes lithium batteries, might be high. Apple can be strained to suppose that rated due to doubts regarding devices in depots.
- Effluence and other ecological side causes from production services in China are the main distress. This can head to the bigger directive and high production expenses at a point in the outlook (Perera, 2017).
- Climate modification formed by global warming possibly will upset transoceanic distribution and Apple's supply chain.

Legal

- Apple has just got into the well-synchronized economic facilities are by Apple Pay. This possibly will amplify the level of guideline and government misunderstanding it facing.
- By giving monetary services, Apple may have the trouble of amplified levels of proceedings.
- Apple relies on a multiplicity of products sheltered by intellectual property act, for example, software and music, for a lot of its revenue. This leaves the business well showing to both coping and lawsuit (Perera, 2017).

Advantages and disadvantages,

Advantages	Disadvantages
• Gives an easy structure for companies' examination. • Assist to decrease the impact and influences of possible risks in companies. • Facilitates a company to measure suggestions of ingoing new markets both nationwide and internationally.	• A customer can simplify data that is used for making judgements. • The procedure has to be carried out frequently to be helpful and frequently company do not make an asset. • Customer way into quality outer information is frequently limited due to cost and time required to collate it.

SWOT ANALYSIS

Strengths	Weaknesses
• Apple has a strong brand identity in the world. • It has a hugely successful marketing strategy which made them be a market-leading company. • Apple has its loyal and a large number of customer base with high-profit boundaries (Gürel and Tat, 2017).	• Products are premium priced. Only made for a high market which is not affordable for every person. • Its product has closed functional system which makes them contrary from others. • Apple has constricted product variety contrast to opponents.
Opportunities	Threats
• Their technology is advanced at a fast pace. • They have chances to constant growing new technologies and improving their existing products by boosting their product verities.	• High competition in the market. • Reproducing their products at low-cost by other companies creating threats for Apple. • Other company providing similar products at a low rate (Gürel and Tat,

- Apple had created achievement when it purchased Beats by Dre. (2017).

Advantages and disadvantages,

Advantages	Disadvantages
• Problem area • Function Impartiality • Multi-Level Of Examine • Cost	• Individual Analysis • No Weighting Aspects • Uncertainty

2. ROLE OF MARKETING CREATING VALUE FOR CUSTOMERS

The marketing concept is the view that a company have to examine the requirements of its customers and then make judgements to gratify those requirements, enhanced than the antagonism. Today, many companies have accepted the marketing perception (Verhoef et al., 2016). In this, the company have to recognize the requirements of targeted patrons and distributing the product. Company's primary plan should be earning turnover by customer fulfilment. The faithfulness of the purchaser is the crucial source of earning and focuses on creating a hard-core reliable customer.

Price strategy – the price strategy of Apple can be reasonable so that as many as people can buy them. A price strategy requires addressing competitive pricing, frequently; more costly products can be seen as better. All these features may be considered when formulating the price strategy.

Distributing strategy – After choosing a suitable price of Apple products, it can be delivered in the markets differently. As the Apple products are new, the best outlets

must be selected to offer the customer with informational they require before purchasing. Also, it can be done via wholesalers, consumer or retailers.

Advantages of marketing to customers,

- It keeps customers up to date.
- suggest expediency and fast service
- Helps to build a better connection
- 24/7 right of entry
- Creates modified experiences

BRANDING

It is a passive activity; giving names to products designed and produced at any company's will (Kent et al., 2018). Branding can be defined as name, logo, sign, and symbol or maybe a mixture of all of this planned to know the goods and facility of one seller or team of sellers and to make different them from those of other sellers.

ANSOFF MATRIX

Ansoff Matrix is a great tool to identify which strategy is suitable for the company and to set a correct way to the business strategy.

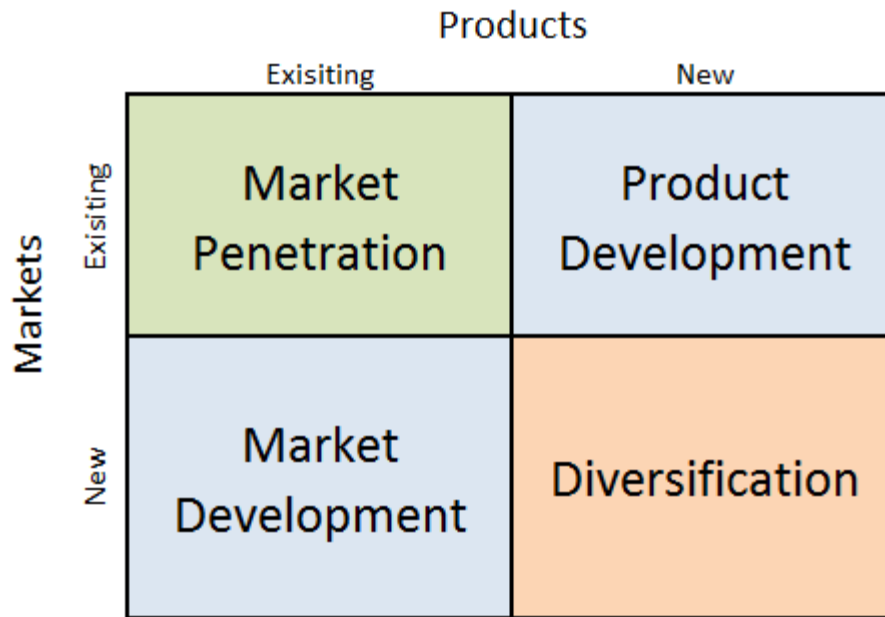


Figure: Ansoff Matrix

Source: (Team, 2018)

Market Penetration –this indicates the selling of existing products to the existing market. In this Apple can target on selling the existing product like Macbook to the present market. Apple can increase its market share of the active product.

Product development– in this the company has to launch a new product in the active market. Apple can make new products for the current market or customers (Team, 2018). Apple has a strong connection with its customers, by creating innovation in its products can provide competitive advantages.

Market development– in this the company attempts to attract new clients with active products (Team, 2018). Apple can use dissimilar marketing strategies to sell its product in the market and to boost its profits.

Diversification– this refers to when a company attempts to capture new clients with entirely new products. This is an optional strategy and is the riskiest of all the above strategies. Apple can think of new products and to introduce them to a new market.

3.STAKEHOLDER ANALYSIS

If it is about organizational ventures, all of the in-house people and groups who the project consist in or influence are called stakeholders and the stakeholder analysis is a method of recognizing those peoples before the venture starts; collecting them based on their participation level, interest and affect in the project.

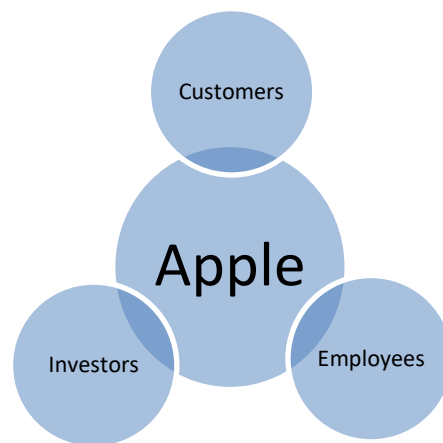


Figure: Stakeholder analysis of Apple

Source: (Cuppen, 2016)

Customers – The customers have rights and interest stakes. Apple has around 166million customers and followers in the world. Apple should view them as a lawful, imperative and strong stakeholder which can make the ultimate one in the market.

Employees – These are the second stakeholders of Apple’s method to corporate social duties. This stakeholder team is poised of an employee at Apple’s services. The major welfare of stakeholders is appropriate recompense and job growth (Cuppen, 2016).

Therefore, Apple's company social duty hard work gratifies the worries and welfare of workers as the main stakeholder grouping.

Investors – they are classically main stakeholders and settles on ofcompany social duties programs in trade. In Apple, the shareholder is interested in exploiting the proceeds on their funds (Cuppen, 2016). The company powerfully addresses this stakeholder team with excellent economic performance.

PART2

REFLECTION OF THE TACTICAL COMMUNICATION

COMMUNICATION MODEL

Communication is a total of all things which an individual does when they require to make a percept in mind of others.

In the old-style method, communication among two persons includes an easy method,

Sender----Encoding-----Message----Decoding-----Receiver

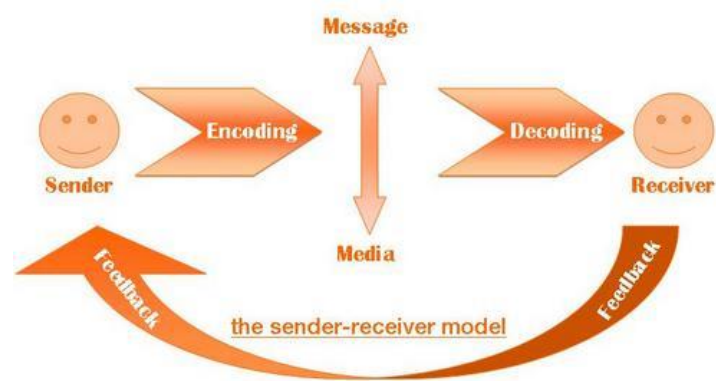


Figure: Communication

Source: (Berger et al., 2018)

Marketing communication also includes a communication message sent from sender to receiver.

Sender and Receiver – these two are the main entity of marketing communication. The sender can be Apple waiting to target its customers. The receiver is the customer.

Encoding - the message requires to be bundled in the accurate set-up for the sender to send it properly to the customer, this process known as encoding. This is where advertising organization play a vital function, depending on the selection of the sender

or the company and organization creates encoding in that accurate format (Mortensen, 2017). After which the message is forecasted on television, radio or the specific media company selects.

Message decision- in this the process the message by which type of media sent to the customer. It can be a TV, radio, social sites or media etc anywhere can be published so that the target can see that message.

Decoding – decoding a message is not in someone's hand. Instead, it is done by the receiver, all senders or company can do is encode and make sure that it reaches to the customers (Mortensen, 2017). After all this, the message finally received by the receiver.

INTEGRATED MARKETING COMMUNICATION

Integrated communication is an uncomplicated concept. It makes sure that all forms of communication and messages are carefully associated. It is a thought under which a corporation carefully put together and organize its various communications outlets to distribute a apparent and steady message (Percy, 2018). It aims to make sure the consistency of the message and the complementary use of media. IMC has many marketing tools advertisement, personal selling, direct marketing, sales promotion, public relation, mobile marketing, event and experiences and social media marketing.

Types of promotions,

Personal selling – Personal selling is the oldest type of endorsement, in this chiefly face to face or through TV advertisements were done.

Direct marketing – it is a type of marketing where the company go out openly to the customers using mails or any other social media. Direct marketing is the finest adaptation and it is low-priced than usual advertisements.

Public Relation – to form concentration for the company sending out journals announcing news is the best-known form of public relation (Theaker, 2016).

Digital promotion – it is done by web/ digital way. Company advertising their products through social media to viral their ads is done in this type of promotion (Mehta, 2016).

Apple brand mostly uses digital promotion as there are many advertisements seen on social media platforms like Facebook or Youtube or search engines and many more. Their strategy is to make attractive ads representing their products advanced technology and features via ads.

Advantages and disadvantages of Public and Digital promotion,

	Advantages	Disadvantages
Public Relation	• measured as a believable form of endorsement. • Information may extend fast. • May be lower cost than other processes.	• Lack of control over message release. • Lack of management over communication content • Unique ability may be required to do PR successfully.
Digital promotion	• Get involved in the paid social commercial. • Go into social media advertising. • Become an improved content dealer.	• Safety, solitude matters. • International competition. • Reliability on technology.

CONCLUSION

In this assignment, the marketing mix and the targeted market of Apple were done. In which, its 4p's were explained and macro environment analysis was done to identify the factors influencing Apple company. Swot analysis was also done to recognize its qualities and threats. The role of the marketing concept and Ansoff matrix was also done. The stakeholder analysis was also done to find out Apple's stakeholder. The communication model was explained and the integrated marketing communication was also done. Also, the types of promotions were done.

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