

Apple Inc.



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Background of the Organization



Apple Inc.

Apple Inc. starts its journey on 1st of April 1976 when Steve Jobs and Steve Wozniak decided to change the vision of humanity on computers. The major challenge for the two founders was to make computers small enough to fit anywhere and people be able to have one in their houses, offices but also to take it anywhere with them. The first Apple computer created by Steve Jobs and Steve Wozniak was named "Apple I" and it was sold without a keyboard, mouse or monitor. After that, in 1978, the Apple II model was a revolution in computer science by being the first color computer. This model had record sales, started from 7,8 million dollars in 1978 to 117 million dollars in 1980. This is how Apple got recognized all over the world. (Macworld, 2006).

Even if nowadays Apple Inc. is such a successful company, it also had its tough times, from 1990 until 1996 when it struggled by finding an operating system so it decided to buy NEXT Software and named Steve Jobs the CEO of the company in 2000. This was when Apple brought revolution in many other sectors than only computers by launching the iBook, iTunes, iPad, iPod, iPhone and the last in 2011 the Apple TV. (Terrell, 2008)

Challenges before the introduction of modern technology

PESTLE Analysis

- Even if Apple Inc. is headquartered in the U.S., they encounter big political issues because it is an important part of America's economy.
- The conflict between America and China is another political concern of Apple because the company is manufacturing the parts in China and it might be possible to face some restrictions because China is sustaining the local companies such as Huawei.

Economical

- As the prices in manufacturing are increased by the conflict between America and China, Apple needs to higher the retail prices so there are some loses every year because customers do not buy as much as they used too.
- Because the rival companies such as Huawei and Samsung have lower prices, Apple's consumers may change their orientation to the rivalry which brings high loses for Apple.



(The Strategy Watch, 2020)

Challenges before the introduction of modern technology

PESTLE Analysis

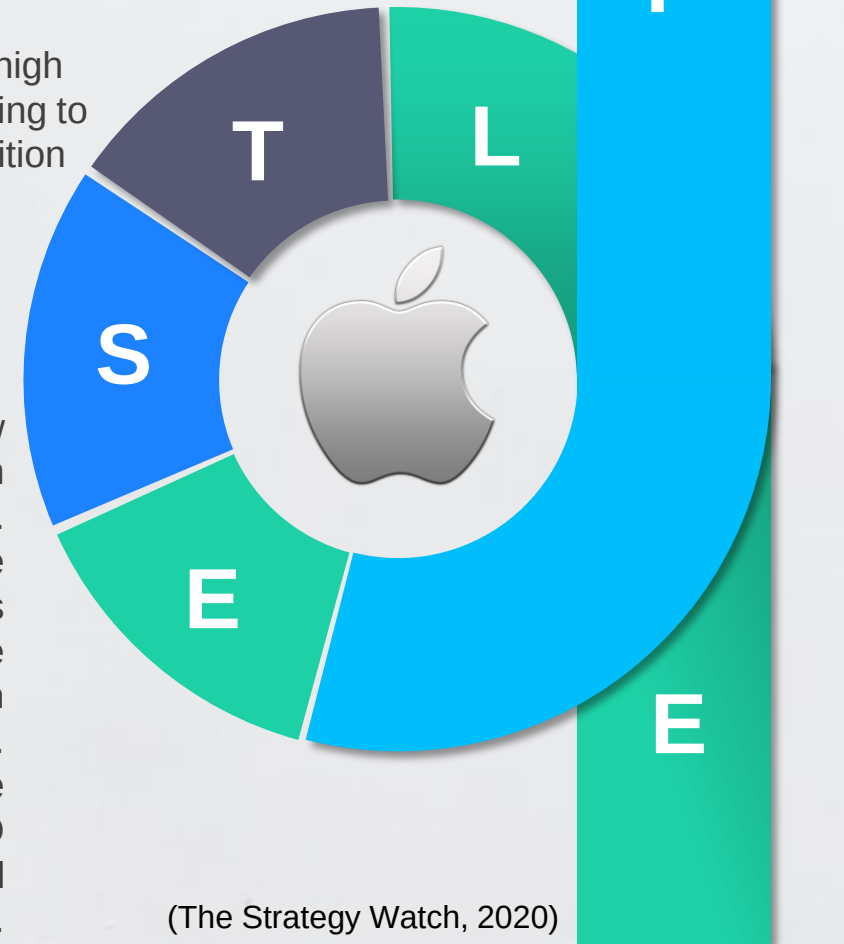


- Apple Inc. is not recognized on the African market as in the rest of the globe. The country on the African continent which scored the biggest sales of Apple products is South Africa but in other regions, the sales are very low reported toother countries.
- Even the fact that Apple penetrated countries such as India or Bangladesh, because of the high prices, consumers are choosing to buy devices from the competition which has lower prices.

Technological

- Apple Inc was vigilant about launching new technologies and this is why they loose in front of competitors.
- The first example is that after launching the Apple Pay technology, Android Pay was released just after a few months, the competitor's device having lower prices than Apple.
- Another example is the launching of Apple TV which was a competitor for Netflix, HBO and Amazon which are already established on the market.

Social



(The Strategy Watch, 2020)

Challenges before the introduction of modern technology

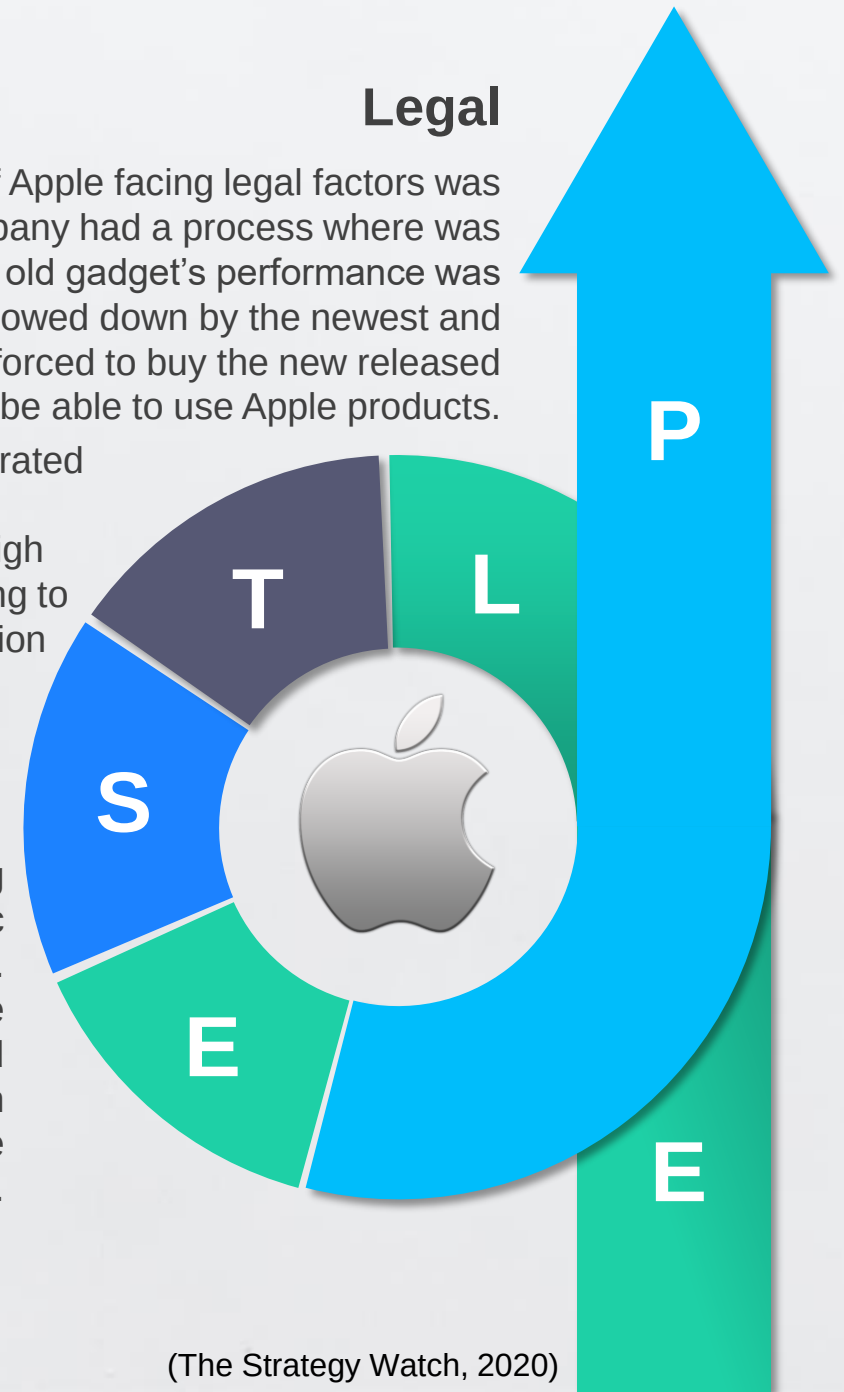
PESTLE Analysis



- The biggest issue of Apple facing legal factors was when the company had a process where was accused that the old gadget's performance was deliberately slowed down by the newest and consumers were forced to buy the new released gadgets in order to be able to use Apple products.
- Even the fact that Apple penetrated countries such as India or Bangladesh, because of the high prices, consumers are choosing to buy devices from the competition which has lower prices.

Environmental

- The major environmental fact regarding Apple company is that the electronic components are not reusable.
- Because China is the main supplier of Apple Inc. and the country is very criticized regarding the pollution it may suffer an increase so the company will also have some issues about getting the suppliers.



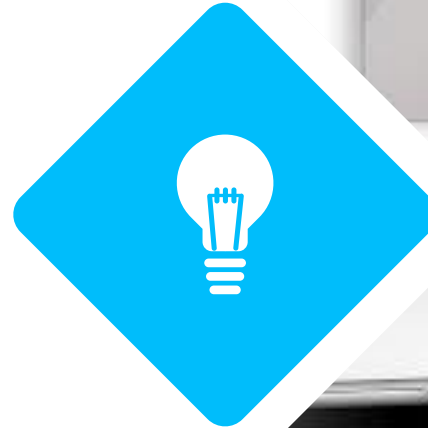
(The Strategy Watch, 2020)

Introduction of modern technology

“

Apple Inc. is a visionary company who's purpose is to change the world in matter of technology. There is no tech oriented company in the world who bring such innovations as Apple did. (Gruman, 2014)

”



Technology introduced



Since forever, Apple was always coming with an idea to bring innovation in the technology industry. The fact that the company was almost always one step forward other companies, made them to copy Apple's idea in a personal way. Even that Apple is not always named as the best company, it was the most creative one and define the market every time. For example, the launch of iPhone revolutionized the world of smartphones and gave it a start which changed the people's lives in matter of entertainment, communication and access to information.

iPhone

Success Business



Apple iPhone improved our lives by replacing devices such as a Digital Photo Camera, GPS, MP3's, Flashlights.



The AppStore found on every iPhone is giving the chance of audience to sell it's apps through it.



The numbers of pixels on iPhone increased from 153,000 to 2,6 million.



Apple sold around 1,4 billion of iPhones and 900 millions are still actively used. (Lewsing, 2019).



The iPhone was the first smartphone in the world with visual voicemail, iPod music player incorporated, multi touch interface, YouTube app.

- (Hiner,2017).



Apple Watch

Success Business

- It is very versatile in matter of design because customers may change its look as they want by its changeable interfaces.
- Customers are able to search through apps and coming back to the home menu just by touching the screen as they do on their smartphones. (Jasper, 2014)



The Track Sleep is one of the most innovative things in Apple Watch because it helps you to get a good rest.

Apple adapted the watch for the pandemic and it has a feature that tracks the seconds needed for an effective hand-wash.

VO2 Max (watchOS 7) is a feature the watch has in order to track the fitness activity based on the heart rate and the location of the device. (Allison, 2020).



iPad

Success Business

- The iPad is a more complex device developed by Apple in order to be used for business purposes, design, draw and so on in order to be a middle way between the iPhone and MacBook.



It brings an augmented reality feature that allows objects to interact with the real world and also gives the opportunity to avoid traffic in real-time.



The Home Status feature allows artificial intelligence in the house to be controlled and also notifies for the eventual attention on them if needed.



Sign language prominence is a unique feature of the iPad which is recognizing if on Facetime there is used the sign language and highlight it. (Apple,2020).



Apple Watch

Success Business

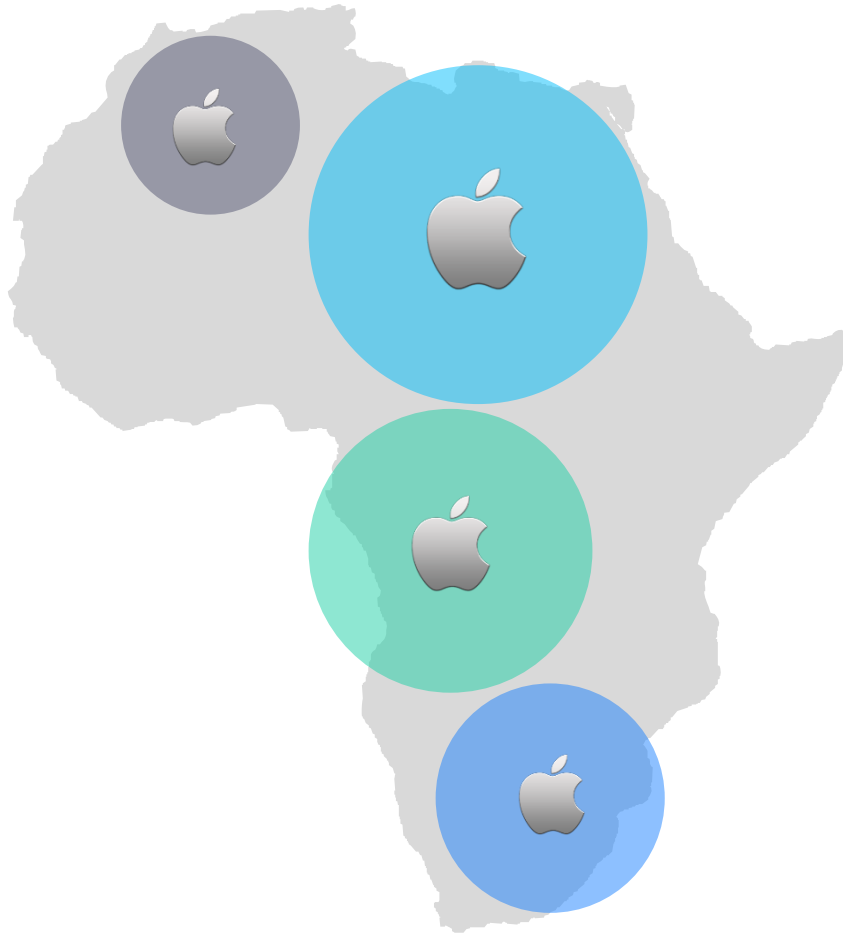
- Apple TV suffered the biggest transformation among all Apple devices, becoming a TVOS system recently from a gadget that was used to play videos and sounds on a HD TV.
- It will be updated with an app like Netflix where Apple will run self-produced movies, shows and series, even on Xbox and other gaming consoles. (9to5mac, 2020).

Apple spent 2 billion dollars for the content which will appear on Apple TV.

The quality of the sound and image will be high as Apple used to impress their customers. (Welch, 2019).



Impact of Apple through Marketing



- Apple had this big impact over the world because of its Marketing Strategy:
- Segmentation: group segmentation strategy.
- Mission: to bring the best services and products in the world.
- Vision: Focusing on fewer projects in order to bring them to another level.
- (Bhasin, 2019).

Segmentation

The music lovers

They are able to listen to music online or offline through iTunes or Apple iPod but also to see the tops all over the world.

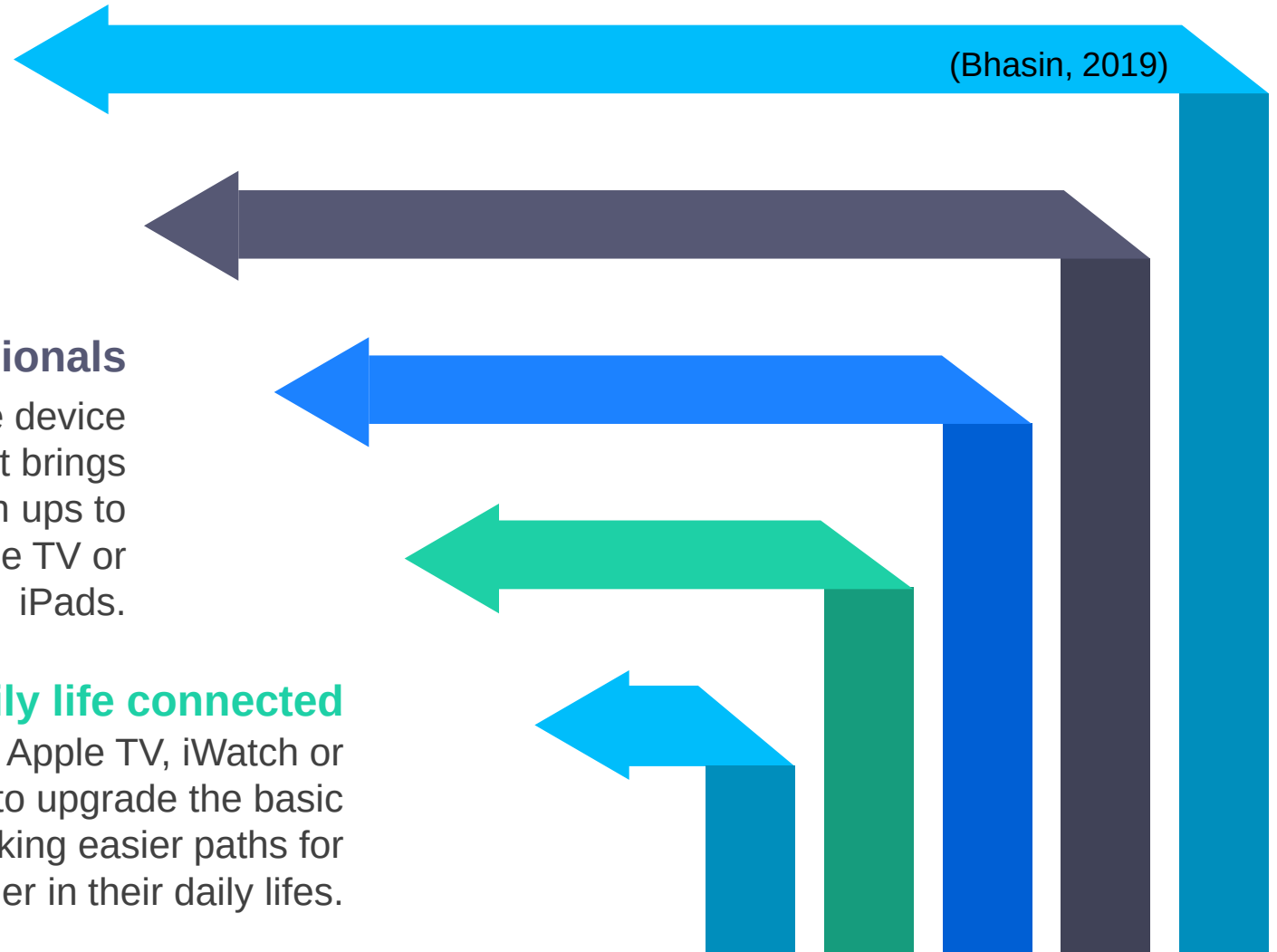
(Bhasin, 2019)

Teenagers & Professionals

The simple way that an Apple device can be used and the revolution it brings attracts the teenagers and grown ups to buy the iPhone, MacBook, Apple TV or iPads.

Daily life connected

People can use Apple TV, iWatch or Apple Pay in order to upgrade the basic services by making easier paths for every Apple customer in their daily lifes.



Mission

Best computers in the world

OS X, iLife, iWork and the professional software make from iMac the best computer in the world.

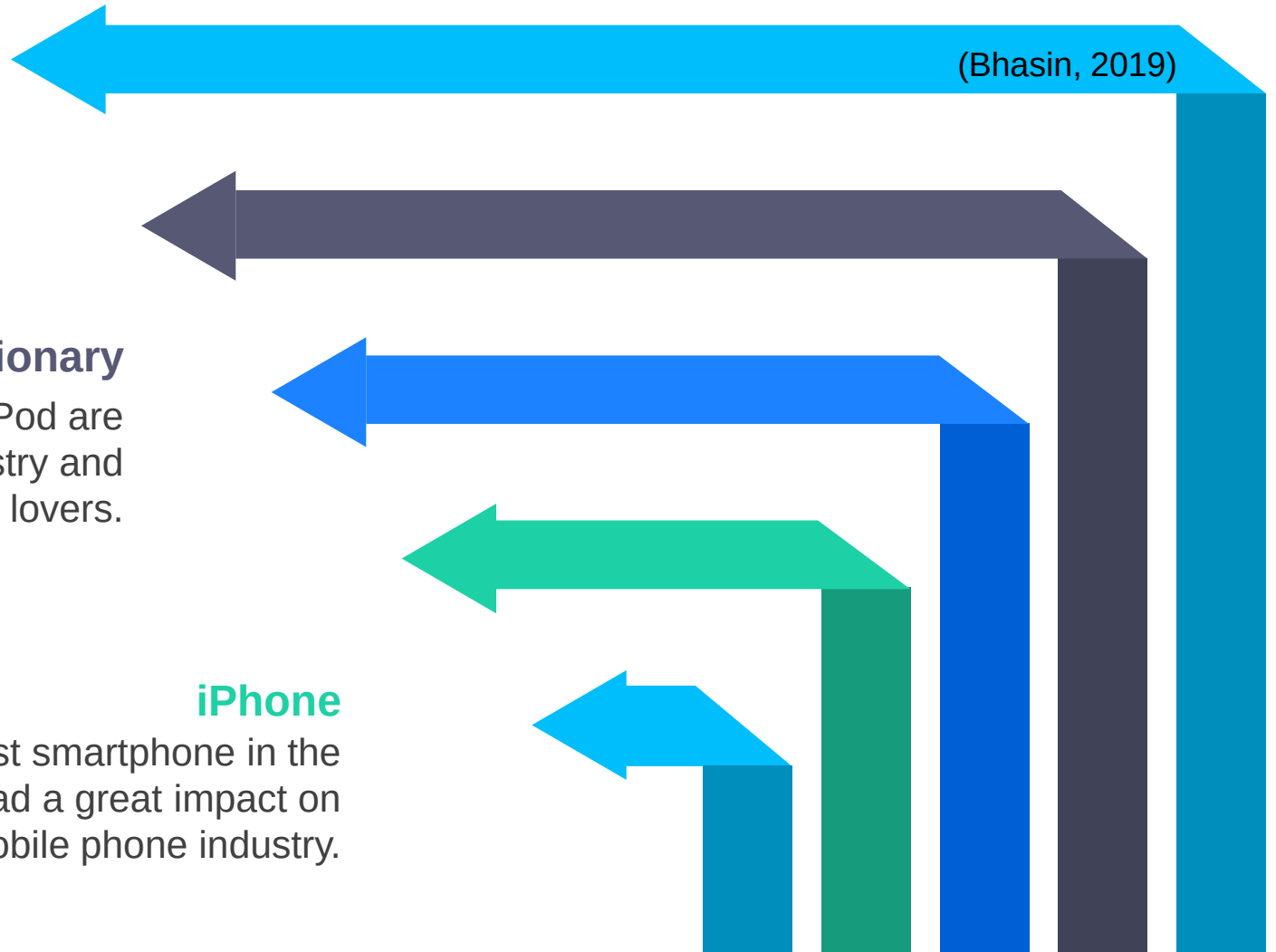
(Bhasin, 2019)

Music Revolutionary

iTunes online store and iPod are revolutionary for the music industry and music lovers.

iPhone

iPhone was the first smartphone in the world which had a great impact on whole the mobile phone industry.



Vision

Innovation

Apple focuses on innovation in order to bring extraordinary products and services for the world.

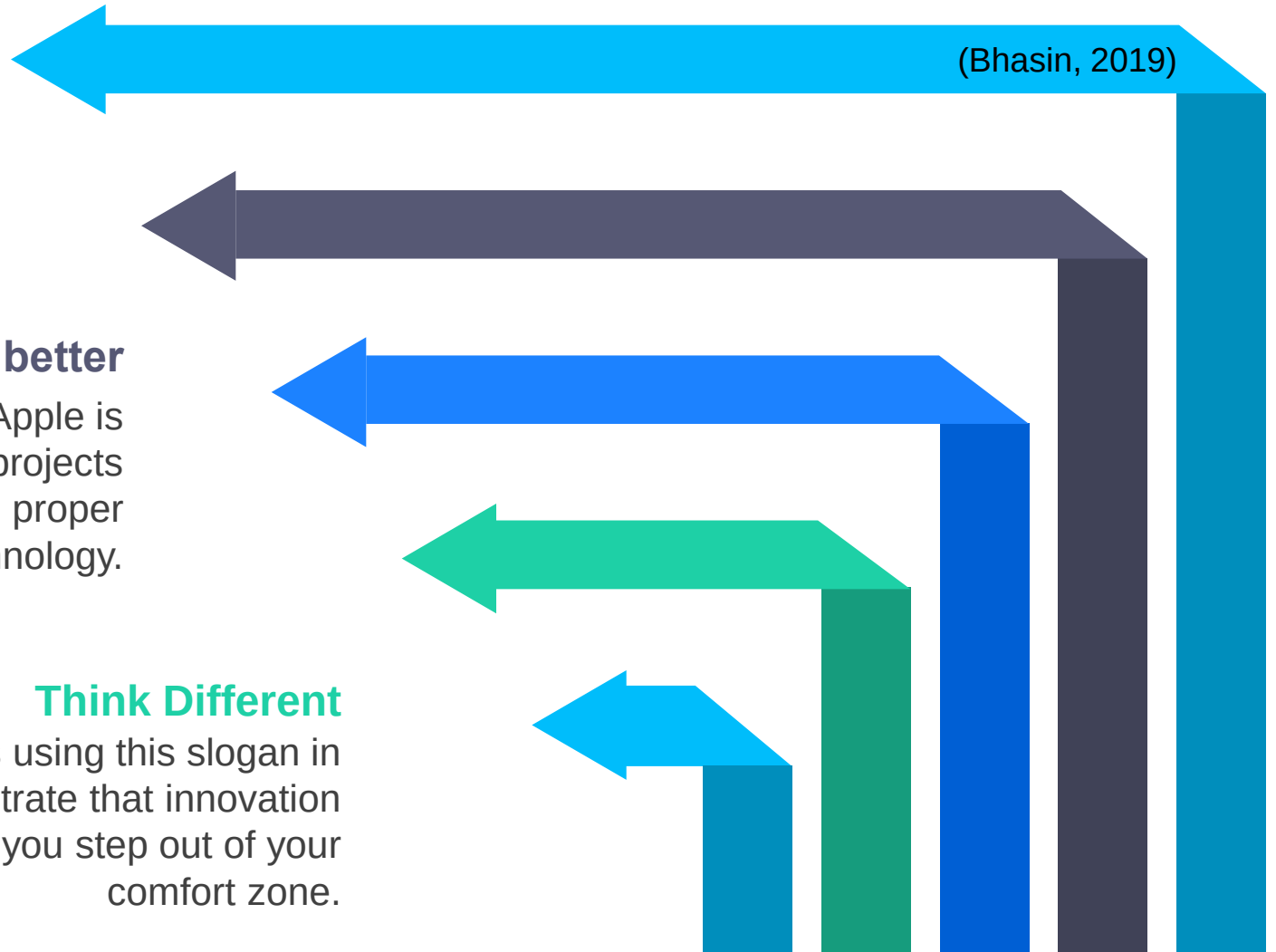
(Bhasin, 2019)

Fewer it's better

In order to bring innovation, Apple is focusing on a small amount of projects to be sure that they can put the proper effort to revolutionize the technology.

Think Different

Apple company was using this slogan in order to demonstrate that innovation comes when you step out of your comfort zone.



Lessons

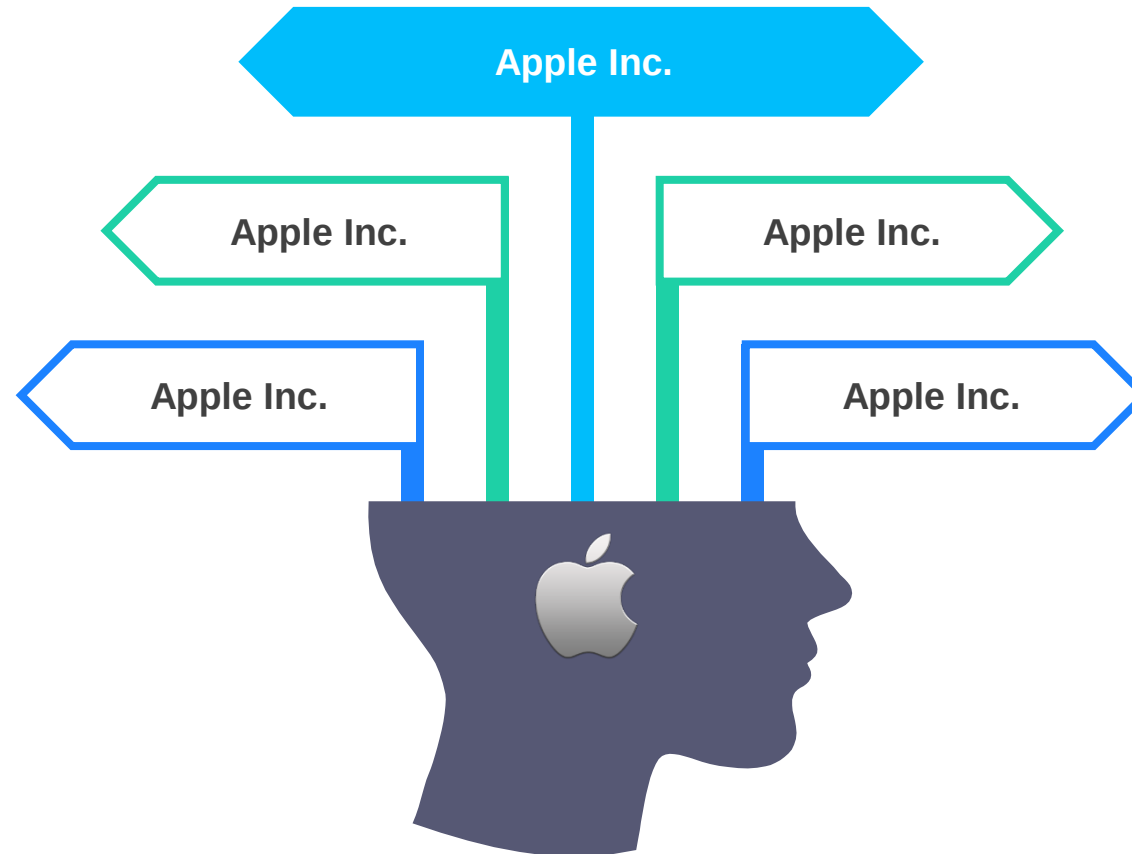
**Innovation is the key
to success.**

The Marketing process
impacted the world and
the growth of Apple
company.

There are threats in every
business but Apple did not
give up and stand out
always among other
technology related
companies.

Apple is focusing on
projects that matter
and bring something
new.

Apple defines the market even
if other may be the first but
many of the competitors are
copying Apple's new
technologies.



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