



APPLE

Essay



Marketing Fundamentals

Module Code: LCBB4004

Lecture name: Tushara Baladran

Student name: Kremena Avramova

Student number: 1814111

[ДАТА]

[ИМЕ НА ФИРМАТА]

[Адрес на фирмата]

Table of Contents

Introduction	2
Background	2
Product -> theory -> reflection.....	4
Price -> theory -> reflection	4
Place Distribution -> theory -> reflection	5
Promotion -> theory -> reflection	6
Conclusion.....	7
References	8

Task 1A

Introduction

The blogs are the strategic management tools for the business organizations using which the communication within the consumers and the organization can be conducted on a theoretic and practical level. According to the study of (Hookway and Snee in the year 2017). Blog can be used as a content marketing tool between the organization and the consumers too. The design and the quality of the blogs should be conducted accordingly as it would eventually allow the impactful generation of the verdicts of the enormous number of people. Enhancement of the sales and the promotion of the marketing parameters are the various functions of the blogging platforms. Globalization too plays an important role in the management of the blog industries all over the globe. It is very important for the writer to adjust their tone and make the blogs communicative in order to successfully connect with the target audience.

Background

A number of blogs have been chosen from the offline as well as the online sectors for the management of the sources of information for the company Apple, which has been used for the effective creation of the blogs. Scholarly materials, online journals, credits and organizational sources are thoroughly utilized for the management of the resources and for the proper creation of the blogs with respect to the companies (Sheridan Dodd's and Danforth, 2017).

Competitive Advantage Theory

There are varied numbers of reasons responsible for the management of the competitive advantage of the products which involves power of the brand recognition. It has been noticed that Apple has been the leading brand as the year 2017, which helps in the building of the visibilities in the market place and the consolidation of the process of the loyalty of the consumers. The products those are manufactured by the organization are also innovative and patented. The OS shared by the products are the same helping the company save time and reduce the risks. The company Apple also boasts of a robust supply chain which ensures the competitive advantage to the company. The control of the processes of the product development and marketing helps in the consolidation of the process of the competitive advantage of the company (Namada, 2018).

Cost Leadership Theory

Apple Inc. has been able to imply the lower manufacturing strategies and also have ensured that the quality is maintained, this is further possible because the operating systems those are utilized by the company are manufactured previously. This lowers the additional cost of the production of the software. The other aspects of the theory are the increase of the market share for the company which is ensured by the penetration pricing strategies. The qualities of the products are one of the major reasons behind the increase of the market demand and the market share for the company. The other aspect that is considered for the purpose of the maintenance of the market share and for the increasing the profitability of the organization is that of the sustainability. It is not only important in the maintenance of the corporate social responsibility of the organization but is also necessary for the evolution of the market share and the market demand of the organization (Bell *et al*, 2017).

Cost differentiation theory

This is the kind of theory which defines the uniqueness of the system with respect to the development of the products and the manufactures of the models. The differentiation theory model that is utilized by the company Apple Inc, is that of the manufacture of the products with elegant design and unique in-built attributes which are not found elsewhere. The other aspects of the consideration are that of the higher end branding facilities and the models for the attainment of the competitive advantage over the other varieties (Davcik and Sharma, 2016.).

Focus Theory

This is the theory which stands on the issue of the competitive aspects of the scope of the industries. The focus theory has predominantly two aspects which include the cost focus which seeks the attainment of the advantage of the cost in the segmented portion of the target audience. The differentiation focus is furthermore associated with the differentiation of the target segment. The Apple Inc in the recent times is seeking to reduce the cost of the products those are manufactured by them and as a result enter the market segment by penetration (Pinz and Helmig, 2016).

Brief about blog

A blog is something in which detailed information are provided to the viewers about the products in a website. Before writing a blog, I have kept focus in my quality of writing and the proper sequence that would efficiently attract the minds of the viewers.

Product -> theory -> reflection

The product is one of the most important aspects of the marketing mix, which primarily deals with the manufacturing of the resources with respect to the demand of the people. There are various parameters those are considered for the development of the products which includes, the pricing strategies, brand image and positioning amongst the others.

Theory

The various smart phones with different unique features and the introduction of the multiple kinds of electronic gadgets such as the IPod, iPad, and MAC book are the various products which help in the generation of maximum amount of profitability. The manufacturing and development of unique products have led to the emergence of the consolidated corporate social responsibility for the organization (Baltes, 2016). The management of the talent within the workforce of the organization have led to the stronger development of the products with respect to the image and positioning of the organization. The products are the assets of the company and thus the maintenance of the culture and the quality of company whilst manufacturing the products is the important aspect of the development.

Reflection

Initially before starting to write the assignment it was a bit challenging for me. However, gradually I started to analyze the fact that attracting the attention of the consumers are very important on the products such as iPod, iPad and mac book. I tried my best to attract the minds and the attention of the viewers with my expression of writing.

Price -> theory -> reflection

The theory of the price is defined to be the price for the required goods and services which is furthermore based on the supply and the demand of the goods. According to the theory the optimal market price of the goods is that of the point where the maximum benefit is gained from the demand of the entity that is met (Astuti *et al*, 2015). At the optimal market price, the items those are available with respect to the demand are consumed completely by the

consumers. The optimal market price is however subjected to being regulated with respect to the changing demand and supply and prices of the raw materials.

Theory

It is often perceived that the company Apple is a luxury brand with a very loyal consumer base. The establishment of the brand identity is an important aspect of the positioning of the market of Apple Inc. the innovative strategies has helped in the formation of the products with the premium price point. The youth of 21st century demands for the minimal colors and clear cut messages and maximum luxury and branding which is given by the company, hence the supply for the pricing theories is also attained by the company adequately (Jackson and Ahuja, 2016). It has furthermore been observed that the target audiences of the company are keen on establishing the status symbol in the market which also insists them to pay the added premium price for the premium quality products. The company also has incorporated the development of the other aspects of the development such as the Apple Pay and the iTunes which has helped in the emergence of the greater generation of the profits and has further more increased the prices of the products those have been manufactured. However, it can be observed that the company does not solely capitalise on the pricing strategies, but the building of the image of the brand and the proposition of the values are the various important aspects of the company.

Reflection

From this portion, what I exactly have learnt is that to express the positivizes of the Apple enterprise. For me it was much challenging to get the viewers into the apple products through my writing skills. With the whole of my concentration, I am sure that I have been able to clearly demonstrate the knowledge of the enterprise.

Place Distribution -> theory -> reflection

The place is within which the products can be sold for the purpose of gaining maximum amount of profitability for the company. The various aspects of consideration within the parameters are that of the mode of selling, which implies if the procedures of selling the products are direct or indirect (Ismail *et al*, 2018). If the selling of the products is indirect, then the kinds of the distribution strategies those are undertaken by the company are also a part of this theory. On the basis of the coverage of the market the mode of the distribution can be intensive or selective distribution.

Theory

The company Apple is valued at a value of \$1 trillion. They have undertaken the propositions of “Think Different” which primarily states the innovative and smart marketing and the distribution model which is undertaken by the company. The company has partnered with the various online firms and portals but primarily conducts the business with the consumers using the direct sales technique.

Reflection

At this stage, I evaluated that I have truly understood the way to writing blogs. The most important thing is that it is always essential to deliver the information in the descriptive manner for the viewers to understand.

Promotion -> theory -> reflection

The promotional theory is also an important aspect of the marketing since it helps in the establishment of the brand image and helps in the recognition of the brand by the target audience.

Theory

The promotional model that has been used by the company Apple is that of the minimalistic design. The advertisement that the company invests in is minimal without any flashing designs and is capable of giving the clear cut message. The maintenance of the corporate social responsibility and the Code of Conduct mentions the various promotional tactics and strategies those are undertaken by the organization for the effective penetration in to the market (Chen and Ann, 2016). The promotional strategies of the company primarily deal with the management of the products which includes the emotional and visionary attributes. The promotional strategy of “Think Different” was the most important aspects of the promotional strategies those are undertaken by the company. Another promotional strategy undertaken by the company is that of the offering of free trial which helps in the building of the image of the products.

Reflection

At this stage, I became truly confident to write a blog. This is because of the fact, while writing this assignment, I understood each and every fact that are necessary to deliver an effective blog.

Me, before writing any blog in future, I would be able to give my best for attracting the minds of the viewers.

Conclusion

Thus in this segment, the various marketing strategies with respect to the Kotler's and the Armstrong Model are conducted, following this the various marketing strategy are discussed with respect to the theories mentioned under the Marketing Mixes. A close association of the marketing mix with the company Apple is also conducted with respect to the points those are received from the blogs. Thus a detailed analysis of the blogs has been provided by this assignment.

References

- Astuti, R., Silalahi, R.L.R. and Wijaya, G.D.P., 2015. Marketing strategy based on marketing mix influence on purchasing decisions of Malang apples consumers at giant Olympic garden mall (MOG), Malang city, East Java province, Indonesia. *Agriculture and Agricultural Science Procedia*, 3, pp.67-71.
- Baltes, L.P., 2016. Digital marketing mix specific to the IT Field. *Bulletin of the Transilvania University of Brasov. Economic Sciences. Series V*, 9(1), p.33.
- Bell, G.G., Dyck, B. and Neubert, M.J., 2017. Ethical Leadership, Virtue Theory, And Generic Strategies. *Radical Thoughts on Ethical Leadership*, 113.
- Chen, C.M. and Ann, B.Y., 2016. Efficiencies vs. importance-performance analysis for the leading smartphone brands of Apple, Samsung and HTC. *Total Quality Management & Business Excellence*, 27(3-4), pp.227-249.
- Davcik, N.S. and Sharma, P., 2016. Marketing resources, performance, and competitive advantage: A review and future research directions. *Journal of Business Research*, 69(12), pp.5547-5552.
- Dominici, G. and Yolles, M., 2016. Decoding the xxi century's marketing shift: An agency theory framework. *Systems*, 4(4), p.35.
- Downes, C., Rahimi, R. and Robinson, P., 2018. Horse Racing Event Experience and Social Media', *Quality Services and Experiences in Hospitality and Tourism (Bridging Tourism Theory and Practice, Volume 9)*.
- Hookway, N. and Snee, H., 2017. Blogs in Social Research. *Handbook of Research Methods in Health Social Sciences*, pp.1-16.
- Ismail, M., Zainol, F.A., Daud, W.N.W., Rashid, N. and Afthanorhan, A., 2018. Application of Entrepreneurial Marketing to the Marketing Mix: Why it Matters to SMEs in Malaysia?. *International Journal of Academic Research in Business and Social Sciences*, 8(12).
- Jackson, G. and Ahuja, V., 2016. Dawn of the digital age and the evolution of the marketing mix. *Journal of Direct, Data and Digital Marketing Practice*, 17(3), pp.170-186.

Namada, J.M., 2018. Organizational learning and competitive advantage. In *Handbook of Research on Knowledge Management for Contemporary Business Environments* (pp. 86-104). IGI Global.

Pinz, A. and Helmig, B., 2016. Value creation in nonprofit microfinance organizations: Client focus as differentiation factor. In *Academy of Management Proceedings* (Vol. 2016, No. 1, p. 12331). Briarcliff Manor, NY 10510: Academy of Management.

Sheridan Dodds, P. and Danforth, C.M., 2017. Measuring the happiness of large-scale written expression: Songs, Blogs, and Presidents. *arXiv preprint arXiv:1703.09774*.

Task 1B

Reflection:

Blogs can be used strategically as a communication tool for the business enterprise. Blogs present a medium for the organisations to communicate with their customers in a theoretic level. It is also used as a content marketing tool for the companies to simplify the details of their products and services. Hence, the design and development of the blog mostly depend it on the content that the company wants to present (Falkheimer and Heide, 2018). The quality of the content is very important for developing a blog as it can influence large masses of people to notice and even buy the products. Blog plays a major role in enhancing the sales and promoting

the company on digital platforms. The growth in the blogging industry are influenced by the globalisation across the world. It is very important for the writer to adjust their tone and make the blogs communicative in order to successfully connect with the target audience. The blogs must be supported by relevant theories and strategies to make it work for the brand or the company (Chernev, 2018).

The authors have chosen several online as well as offline sources to gather the information on the subject of Apple while creating the blogs. The blogs were created on the basis of different scholarly materials, news articles, organisational documents as well as other blogging sources through several websites. Just like writing academic journals, it is very important to give credits to the original source of the text while writing blogs (Reuter, 2018). It mainly works as an evidence for the sources that has been written in the article. Kotler and Armstrong's theories have been used for the blogs presented in this paper on creating and increasing awareness of Apple as a brand. Being a group project, each member has written at least 2 blogs for the paper. They have used Harvard referencing style and system for the blogs. In order to enhance the knowledge and understanding on the topic of subject to write the blogs, the authors have applied comprehensive technique in the paper. The blogs are also created on the basis of different academic theories (Philip, *et al.*, 2018). The six blogs presented on the paper helps in understanding the subject matter of the project, while the theories on which they are based, helps in demonstrating the knowledge on the subject with the help of several concepts, techniques, theories and so on.

Research design and analysis of the blogs

The basic research and analysis for the blogs were done through the online articles and books. The topic for the project was related to creating and increasing awareness of Apple through blogging. There were many open sources available in internet on this topic, which were used for creating these blogs. The information provided in the book helped the authors to successfully create and analyse six marketing communication based blogs on a multinational company like Apple. The authors have also presented an analytical thinking thorough the articles. The theories were evaluated in an effective manner in order to be implemented in the blogs for the detailed discussion on the subject.

Planning and development of the blogs

the main purpose and aim of the blogs were to create and increase the awareness on Apple's marketing and brand position in the market. There were six blogs that discussed about different aspect of the topics such as the launch of iPhone 11 in the fall, Apple and Tim Cook's CSR policies, talent management lessons by Apple, key strategies that must be learns from Apple marketing strategies, Apple's brand value and so on. All these blog posts were evaluated on the basis of online resources and other articles. The authors divided the blogs into several sections in order to get a better understanding of the subject. They outlined the purpose and requirement of the blogs and organised the gathered materials in a formal manner. These blogs were developed in a way that it would present a proper knowledge on the topic of the project. The authors sourced the references appropriately and applied all the theories, rules, ethical considerations and regulations effectively.

The blogs presented an engaging tonality for the readers. It was created to provide a positive effect on the readers. The title or the headline of the blogs were also very catchy so that it would attract the attention of the viewers. It was presented in a formal way to make sure the quality of the article remains intact.

References

ARMSTRONG, G.K., 2019. *Marketing: an introduction, global edition*. Pearson Education Limited.

Chernev, A., 2018. *Strategic marketing management*. Cerebellum Press.

Falkheimer, J. and Heide, M., 2018. *Strategic communication: An introduction*. Routledge.

Hettiarachchi, H.A.H., Wickramasinghe, C.N. and Ranathunga, S., 2017. The role of social commerce on consumer Decisions: A theoretical foundation.

Išoraitė, M., 2016. Marketing mix theoretical aspects. *International Journal of Research–Granthaalayah*, 4(6), pp.25-37.

Reuter, C., 2018. Définition de la nouvelle stratégie marketing événementielle et expérientielle de BMW Group Belux.