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LCMB7001 – MARKETING MANAGEMENT
ASSESSMENT 2
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COURSE: MASTER'S IN BUSINESS ADMINISTRATION
SUBMISSION DATE: 12/09/2022
WORD COUNT: 3,043

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Introduction

Businesses need to invest in marketing strategies that will improve their reputation, customer satisfaction, and competitiveness. This paper will look at Apple's PESTLE analysis, macroenvironmental factors that influence firm decisions, and Porter's five competitive forces. SWOT analysis will then be conducted to assess the company's strengths and weaknesses. The study will also look at how the brand segments, targets, and positions itself to improve its offered products and services, as well as how its qualities are presented to a certain customer group. A marketing mix strategy is a collection of marketing components used to serve customers and achieve marketing objectives, which will also be investigated. In the last stage, recommendations will be given for implementing the Ansoff Matrix, followed by a conclusion.

PESTLE Analysis

Political Factors

Apple has been exposed to several political issues as a large contribution of sales in apple takes place from all over the world. Any political disturbances can directly affect Apple and its business. As Apple is exposed to a large number of political factors it has to keep itself updated and comply with the political environment in the host countries (Khan *et al.* 2018). Apple not only faces political issues internationally but also domestically.

Economic Factors

Economic factors directly affect the growth of a company. With a highly growing economy, Apple has also been progressing its business. When the economy of a country faces a crisis, it directly affects the sales as well as the growth of the company (Shtal *et al.* 2018). Tough economic situations like the fiscal problem and euro crisis pave the way for problems in sales, transportation, and profitability in Apple.

Social factors

Apple has never failed to amaze its customers with its innovative techniques and products. Its customer service is top-notch and satisfies its customers according to their needs and demands. As Apple has become a symbol of trust and pride, it has a strong social influence on the minds of the people. (Mao et al. 2020)

Technological Factors

Information technology is a strong factor for Apple. Due to its constant innovation and unique development in the field of technology, it has continued to aggressively gain a competitive advantage (Li, 2021). Apple needs to improvise by investing more in research and development. It must revise its feedback from the consumers and act up accordingly to fulfil the needs of the customers to a greater extent. Apple must come up with new and innovative developments to match the wants of the customers.

Legal Factors

The bans on the import of Apple products as well as the lifting of the ban all are affected by the legal environment of a country (Rayie, 2021). The labour laws and political laws in a country make a lot of difference in how the business will survive and succeed in the place of operation. To avoid the negative impact of EU regulation that has been imposed due to Brexit, Apple had to move its headquarters to the UK from Ireland. Additionally, the instability in the market leads to decrease in the sales of technological devices offered by Apple (bbc.com, 2020).

Environmental Factors

Proper disposal and waste management of the Apple's products is one of the prime concerns of the company (Rayie, 2021). Apple must bear the cost of disposing of highly dangerous Lithium batteries found in Apple products. Even though the cost of waste disposal is high it is expected that Apple bears it in an efficient manner (Pooja, 2020).

Porter's Five Forces

Rivalry among competing sellers

The rivalry among competing sellers of Apple is high. The impact of high rivalry is displayed in lower growth of sales. As per the report, Apple is losing its market share of iPads drastically. One of the competitive advantages of apple is that it manages to gain customers through its product simplicity. Apple's distribution channel through Amazon and other outlets is quite strong (Lohrke *et al.* 2022). The investment must be increased for products like software, mobile, and computers.

Potential entry of new competitors

Apple has relatively less threat of potential new competitors entering the market. The use of contract manufacturing also highly reduces the extra expenses and makes it possible to use the amount in various social activities making them one of the most recognized and beneficial organizations with the most profitable business. (forbes.com, 2021).

Competitive pressure from substitute products

The competitive pressure from substitute products is low to moderate for apple. The other competitors are catching up fast in providing an alternative for every product that Apple has to offer. However, one of the products that still could not be substituted is the Apple operating system. Apple also has its own store for iTunes and iCloud. Another reason for a low competitive substitute is the high cost of copyright, patent, and high switching cost (forbes.com, 2021).

Bargaining power of suppliers

As Apple produces exclusive products with unique capabilities and diversity, it is assumed that contracts are in place and the bargaining power of the suppliers is limited. Furthermore, Apple can choose from several different suppliers to buy its products from, which gives the company high buying power, and weak supplier bargaining power. (Investopedia, 2022)

Bargaining power of customers

The bargaining power of customers is also quite low as the products are specialized and cannot be provided outside of Apple. Due to the costly research and development

conducted to improve its products Apple has also been successful in turning its competitor's customers towards itself. Apple boasts its position as a quality innovator, the best competitor in the market, and constant research and development. (bbc.com, 2021).

SWOT analysis

Strength

When it comes to strength Apple has many emails industry-standard. Due to the ongoing contract with China, it is expected that the opportunities for Apple will increase manifold. Apple is now the most valuable brand in its field. It is considered the most reliable company when it comes to electronic gadgets. Apple also follows a sustainable strategy in its manufacture and disposal of products. It has been observed that 19% of Apple's revenue has come from IT services which is the largest revenue for Apple. (bstrategyhub.com, 2022).

Opportunity

In this growing market one of the best opportunities for Apple is increasing its customer base. To provide a better quality of service Apple can constantly retain its customers in the market. Apple recruits one the best researchers and developers for the improvement and development of technology which serves to be one of the opportunities in the market. To increase its profit margin Apple can include artificial intelligence in its operation which proves to open great opportunities for the company (Cheng *et al.* 2021).

Weakness

One of the weaknesses of Apple products is their high price due to which many customers are unable to afford them. Another weakness could be the absence of rigorous advertisement as opposed to the other brands like Samsung (Lee *et al.* 2020). The Apple applications are quite specific towards its own software and may not support all kinds of environments. Customers must exclusively depend upon Apple accessories to work in an apple environment. Several legal allegations have also been charged up against Apple which proved to be its weakness. (bstrategyhub.com, 2022).

Threats

Coronavirus has been proven as a setback in the business operations of Apple. The outreach has significantly hampered and disrupted business operations at apple and affected its profitability. One of the drawbacks of Apple and its new technologies is the introduction of air tags. Attack software enables the tracking of devices that can be used maliciously fit in the intention to stalk people. Additionally, market penetration by brands like HTC, Lenovo, and Samsung has been introducing high-quality Android software. Moreover, China tariffs as well as various lawsuits against Apple are impacting the reliability of the company. (Lee et al. 2020).

Segmentation, Targeting, and Positioning

Segmentation

Apple divides its customer base into numerous divisions depending on psychographic and behavioural variables. Apple designs its products with the age, career, and lifestyle of its target users in mind (Lopez *et al.* 2020). The way the target market uses the product, how well the target market understands the product, and how they feel about the product all have an influence on the behaviour of this market segment. The psychographic sector of Apple's market segmentation, on the other hand, concentrates on the company's attempts to design goods that are suitable for the lives of the individuals to whom it eventually aims to sell (Naude and Brady, 2019).

Targeting

The tactics that Apple uses to target customers entail deciding which segments of the market to focus on the most. At this stage of the procedure, representatives from various demographic groups that have been identified as possible Apple consumers by the segmentation technique are selected. The business promotes its reputation as a leading supplier of extraordinary goods and services that are characterized by the advanced capabilities and quality of the items and services they provide (Adams *et al.* 2019). The financially stable individuals who are prepared to spend more cash on premium products with elaborate designs and functionality are Apple's ideal customers and fit the company's ideal customer profile.

Positioning

When it comes to establishing a favourable reputation among target customers, the positioning strategy that serves as the foundation of any marketing strategy is critical. The great majority of enterprises in this industry often express enthusiasm for Apple's latest products and technological breakthroughs. This is because Apple is one of the most prominent companies in this industry. Apple's approach to presenting its brand as one that cultivates emotional ties with people through the provision of incredible experiences is astute. Apple employs a positioning approach, closely monitoring the high level of competition in the technology industry, Apple continually invests in research and development and develops new products and services. It continues to create unique and novel technologies for the brand, which distinguishes it from rivals (Krings *et al.* 2021).



Figure 1: Market Segmentation, Targeting, and Positioning of Apple

(Source, educba, 2022)

Marketing Mix

A comprehensive marketing plan needs to include a marketing mix that focuses on a variety of components of marketing (Kotabe and Helsen, 2022). Apple has a strategy in place to build its marketing mix in such a manner that it can construct a successful premium brand. This approach emphasizes the premium brand and ensures that each of the 4Ps contributes to the positive image that the company portrays (Grabara, 2021).

Product

The company has gained a reputation as a leader in product development innovation in recent years. Throughout its history, Apple has continuously increased the number of products it offers in order to better meet the needs of its diverse customer base. Apple prioritizes quality over quantity when choosing its products. Instead of growing into the production of other products, the firm focuses on a small number of products and works tirelessly to enhance those (Chang *et al.* 2018).

Price

Apple has exerted significant effort to establish itself as a premium brand. Due to the uniqueness of its product range, which comprises only high-end premium products, it caters to clients with substantial purchasing power (Bratukhina *et al.* 2020). Apple will never advertise less costly pricing than its rivals in order to maintain its image as a premium brand. Apple's dedication to providing high-quality goods and cutting-edge technology plays a role in its premium pricing approach.

Place

To meet the needs of its global customer base, the company employs a vast assortment of distribution strategies. In their activities, they use both online and offline channels of distribution (Brown *et al.* 2019). Apple has opened retail outlets in several places throughout the globe, and customers also have the option of buying Apple products through the company's official website as well as from Amazon and other online stores.

Promotion

Apple's marketing strategy revolves around advertising on several platforms, including traditional media and digital platforms. The company employs both conventional and innovative marketing strategies to promote its goods (Havidz and Mahaputra, 2020). In addition, advertisements for the products may be seen on the company's website and in offline stores.



Figure 2: Marketing Mix of Apple (Source: justtellstories, 2022)

Conclusion and recommendation

Conclusion

In conclusion, the study demonstrated the significance of using analytical tools to establish an extensive brand image and aid in the growth of a firm. The significance of analysing both external and internal elements and learning about the company's flaws, strengths, and growth potential to acquire a better knowledge of marketing strategies, positioning, and segmentation, as well as the marketing mix, is considered to be an extremely important aspect of marketing. The marketing management of a company will only be able to effectively implement innovative and prospective strategies and practices if all the above factors are widely considered.

Recommendations

The Ansoff Matrix can be useful to Apple for the company to improve its marketing strategy. An effective planning tool for the planning of strategies can be considered the Ansoff Matrix, which is implemented by the majority of businesses to identify the most effective ways to develop their operations within the competitive environment around the world where the products are sold (Chonko and Hunt, 2018). Based on the matrix, a corporation can only expand through the interplay of two different elements. Which is the market where the products are targeted in order to be sold and the product that is required to be sold

Ansoff Matrix



Figure 3: Ansoff Matrix (Source: speakingnerd, 2021)

Apple is recognized for providing a specific demographic with a choice of premium electronic products. As a result, the matrix may be used as a tool to aid in the **development of new products** and **market penetration**. Market share may be increased in the current market by a variety of strategies, such as increased sales, direct consumer contact, and dealer network expansion (Princes, 2019). To boost product development, Apple must research new features for current products or create new items for the current market. In order to meet the needs of the current market, new versions of items could also be made available at a faster pace to meet the demand of potential customers.

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