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Introduction

The current study is focused on analysing the marketing analysis of the brand Apple. Apple is a tech giant that is involved in sales of high-end products such as smartphones, electronic gadgets, laptops and other devices. Apple has attained a great position in the field of technological devices and smartphones with its innovative designs and unique features. In this current scenario of highly competitive market, it is necessary for the brands to continuously monitor their marketing activities and operations in order to ensure a smooth functioning. To obtain a better understanding of the various marketing activities of the firm, an environmental analysis of Apple will be carried out through this study. The study further involves macro environmental analysis and internal analysis of Apple. The study also involves an evaluation of the role of marketing team of an organisation. After analysing the marketing activities of Apple, the study will include further recommendations that could be implemented by the organisation in the future.

Role of marketing team in an organisation

Marketing departments is one of the most important segments of any of the sector. The growth and development of a brand is highly dependent on the activities carried out by the marketing team (Sima et al., 2020). Depending on the products and services from a brand, the activities that are assigned to the marketing team and their responsibilities also differ. Few of the responsibilities of the marketing team are

- Responding to the needs and demands of the customers
- Conducting and managing of marketing campaigns
- Monitoring and managing of social media platforms
- Communicating activities and brand images
- Creating market strategies
- Supporting sales and distribution
- Promoting products and services
- Organising of market research

Responding to the needs and demands of the customers are the major role of the marketing team. This includes communicating to the customers about the new products and services offered by the brand. In addition to this, obtaining feedback from the customers is also essential to understand how the customers are feeling about it (Singh and Lamba, 2019).

Managing of campaigns effectively are another role of the marketing team. The marketing campaigns has to be effectively planned and executed by the marketing team in order to obtain a business success (Botez et al., 2020). Managing and planning of other events such as webinars and marketing campaigns are also handled by the marketing team of organisation.

Effective handling of the social media platforms and social media posts are a key marketing strategy that is adopted by the marketing team of most of the successful organisations. These social media platforms are a major way where companies find out a way to compete with their competitors (Graesh et al., 2020). There are various social media platforms that are used by the marketing departments of the organisation to gather feedback, reviews and suggestions from the customers.

Developing strategies and scenarios that falls in line with the current trends of the market are another important factor that has to be dealt by the marketing team (Kumar et al., 2021). Hence the marketing team of all the brands needs to be aware of all the trends and customers demand in the marketing scenario.

Strategies for internal and external market analysis

Macro environmental analysis

Macro environmental analysis of Apple is performed through a PESTLE analysis. The various components of the PESTLE analysis are represented below

Political factors: Apple's operation is influenced by numerous elements, including taxes, wage variations, labour rules, anti-corruption laws, and many more. The political tensions between America and China have forced changes in the importation of goods and the renewal of commercial agreements with China since Apple outsources its manufacture to China (Marshall and Beers, 2021). This had an impact on the high taxes and tariffs between these nations and decreased Chinese demand for Apple products. Additionally, this resulted in a rise in goods prices. The sales and supply of Apple products vary per country due to political instability.

Economic factors: The economic stability of many countries provided Apple with a foundation. These possibilities are effectively utilised for corporate growth (Zhao and Zhang, 2022). Sales and profitability in many nations are being impacted by rising labour costs. It is challenging for Apple to reach the Asian market, where rivals like Samsung are well-established, due to the high pricing. Apple's target market consists of high-end consumers, which forces it to engage with all elements of society (Kranz et al., 2019). The cost of doing

business in Europe and other countries for Apple has increased due to the dollar's increased exchange rate.

Social factors: The rising popularity of social media and smartphones provide Apple with a chance to establish itself and attract customers. Because of Apple's direct ties to China, its brand image is frequently impacted, which dissatisfies many American customers (Garcia et al., 2021). Therefore, unless Apple plans to provide affordable products, this increasing need for digital devices represents an opportunity for the company.

Technological factors: Although Apple goods are technologically advanced, the company faces competition from companies who offer comparable products for less money. Apple's performance and brand image are being negatively impacted by this. Since many customers are interested in cloud computing, Apple has another potential to create products related to the cloud. Apple currently places a strong emphasis on providing its customers with pricey goods. The high-end innovation strategy is conflicting with this strategy (Joshi et al., 2020).

Legal factors: Poor adherence to legal standards may damage Apple's reputation as a brand. The operation of Apple is potentially impacted by strict telecommunications rules. Similar to that, these legal frameworks must provide user privacy protection (Orpet et al., 2019). Apple is breaking the law by improperly handling users' sensitive information. Software, music, and other services like Apple Pay are all protected by intellectual property regulations. This renders the organisation susceptible to privacy and legal claims.

Environmental factors: Poor adherence to legal standards may damage Apple's reputation as a brand. The operation of Apple is potentially impacted by strict telecommunications rules. Similar to that, these legal frameworks must provide user privacy protection (Beers et al., 2020). Apple is breaking the law by improperly handling users' sensitive information. Software, music, and other services like Apple Pay are all protected by intellectual property regulations. This renders the organisation susceptible to privacy and legal claims.

Internal analysis

Internal environment analysis of Apple is carried out with the help of SWOT analysis. The market position of the company can be determined by its strong operating performance in the competitive market. the SWOT analysis of Apple is as follows

Strengths of Apple

- The major strength of Apple is its customer trustworthiness and strong market position which highly influences the competitive advantage of the company.
- Apple was identified as the most pioneering company in the world (Chen et al., 2021).
- High quality customer experience and better customer satisfaction rates are few strength factors of Apple.
- It is one of the most valuable brands in the world with high revenue.
- Apple is one of the brands with biggest financial security.
- Apple is considered to be the most innovative, aggressive and innovative firm in the industry.

Weaknesses of Apple

- To be the leading technology brand in the sector, it is necessary for Apple to maintain technological innovation. This is a constant pressure for apple.
- The geographical coverage of the brand is often limited by the approach of company to direct sales and limiting of retailers. This is often considered as a weakness of the brand (Sharma et al., 2020).
- The major revenue and profit of the company is obtained through the sales of iPhones. But it is the overdependence of the brand in one particular product for the revenue and profit.
- The premium pricing adopted by Apple has limited the purchasing power of customers in many instances.
- Economic fall down and crisis in the global markets might affect the sales of Apple products in the future (Lee et al., 2020).
- Decreasing market share of the Apple is a demonstration of the less influence of the brand in the global market.

Opportunities of Apple

- The increased demand of the Apple products in the market will enhance the market share of the brand for different products. The increasing demand of the products in the market will improve the competitive value of Apple in the market.
- Since there is an increased demand for the cloud-based services and software, Apple has an opportunity for business expansion in this segment.

- The skilled and talented workforce available to Apple is a great opportunity for Apple to come up with innovations and technological advancements. Thus, the presence of talented persons in the team makes a better brand value to Apple than many other competitors in the field (Rayie, 2021).

Threats

- Rapid technological changes in the market place is a threat to Apple similar to any other technological brand.
- Increment in the tax is also affecting the growth of apple.
- Another competition element in the market for Apple is android OS, in many circumstances, the power of android OS is higher than operating system of Apple (Cheng et al., 2021).
- Most of the suppliers of Apple are from Asian countries, hence any political turmoil in these regions can interrupt the smooth supply and result in increase in production cost.

Recommendations for Apple to improve marketing strategies and performance

After analysing all the strengths and weaknesses of the marketing strategies and interventions of Apple, it is necessary to provide suitable recommendations for the organisation to overcome their weaknesses. Few of the recommendations where Apple can focus in the future are discussed below

1. The premium pricing strategy that the brand makes it less popular among people with a moderate income. Most of the customers wait for two to three years to update their iPhone to the next series. This waiting is because of the expectation of price falling down. But this makes the demand for new products less (Pan, 2020). Hence in order to expand the customer base, the organisation must develop few medium-priced gadgets that most of the community can afford.
2. In order to maintain the brand image in the society, it is necessary for Apple to offer some free services to the customers (Xu et al., 2021). This strategy will aid Apple to retain customers and to strengthen the bond with them. This will also make it possible to improve the brand image in front of competitors.
3. Apple need to consider the current social situation while launching costly devices. The decreased income, economic crisis, and inflation are crucial factors that influence the buying behaviour of customers. Besides focusing on the young generation, Apple can also focus on elder population, those who have enough free time to engage with TV, newspaper

etc. the advertisements can also make necessary changes depending on this (Tien et al., 2019).

4. Because of the availability of cheap replica in the market in many countries, Apple must focus on differentiating its products in the market. otherwise, this will affect the brand image of the company adversely. Hence Apple can differentiate features in the future designs.
5. Besides the focus on American and European market, Apple can expand into Asian markets. This market holds a good number of potential customers which would benefit the organisation (Kato, 2021). Apple can also develop manufacturing units in these regions because of the availability of highly skilled and talented workforce in this region.
6. The productivity of Apple products is moderate at the moment and this cannot meet the increasing customer demands. Hence Apple needs to focus expanding the productivity to meet the increasing demands.
7. The nature of operations in all the units of Apple are almost in the same manner. Apple needs to introduce new methods of operation in its units in different countries (Alam, 2019). This working nature has to be made according to the culture and lifestyle in the countries they are functioning. This will help Apple to overcome the issues that are faced by functioning abroad.

Summary of findings

The current report has demonstrated the internal and external market analysis of the brand Apple. The report further explained the significance of marketing team within an organisation. after analysing the current internal and external environment of Apple marketing, suitable recommendations are provided.

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