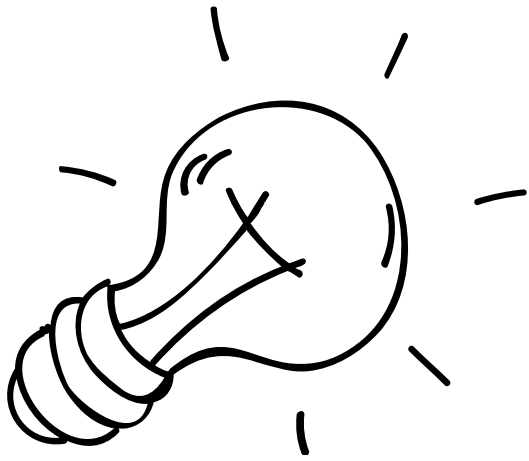




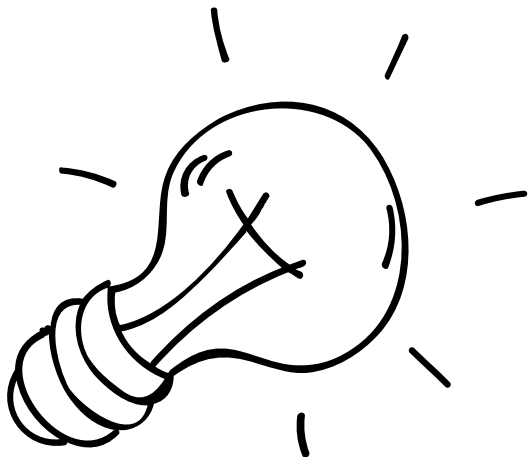
PART 01 Introduce

Name: Zhao Liang

Project: Saving iPhone sales



- Established in 1977
- Global technology company that design, produce and sell communication equipment, personal computers, system and software.
- Unique design and advanced invention.



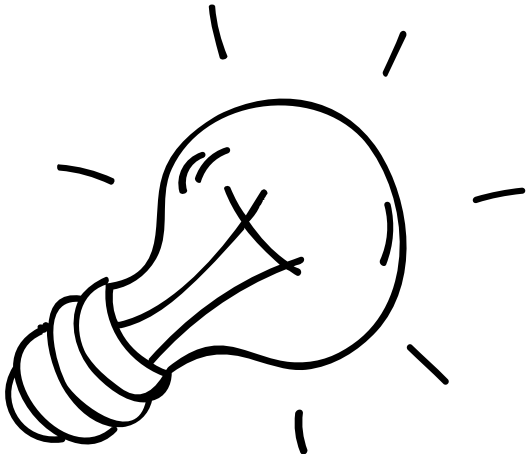
PART 01 Aim and objective

Aim:

Give recommendations to improve iPhone sales or total revenue.

Objective:

Specific	Identify the reasons for the decline in sales through primary and secondary research Give a useful improvement plan
Measurable	Compare the iPhone's next quarter with this quarter's turnover
Achievable	Find out why the iPhone is no longer popular by reading reports and collecting consumer feedback.
Realistic	Apple Inc. needs to face strong competitors. Increasing sales to gain market share is the key to survival.
Time-bound	A 14-week timetable are designed for finishing the project.



Part3: research methods

Primary Research



Questionnaire



Get the new information

Secondary Research

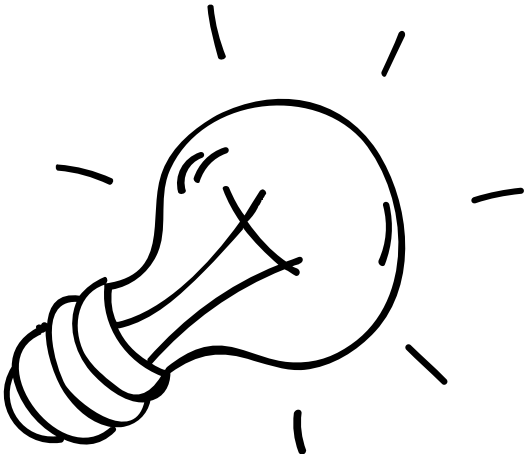


A lot of reading



Efficient way





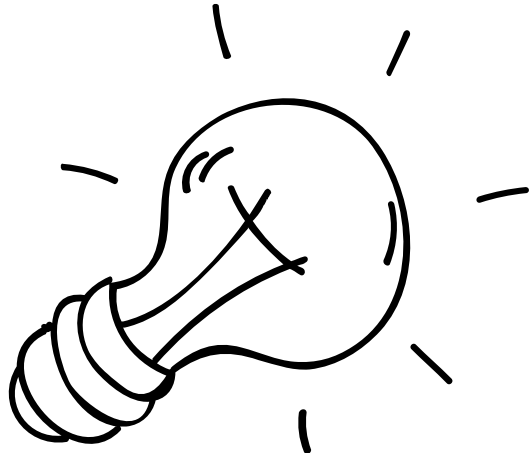
Part4: Overview the literature

Annual report

The data includes Apple Inc. total sales, total sales of different products, and sales in different regions of the world over the years.

‘An explanation of Apple Inc., Apple Inc.’ ——Najihah and Soh
The relationship between Apple Inc. and Samsung.

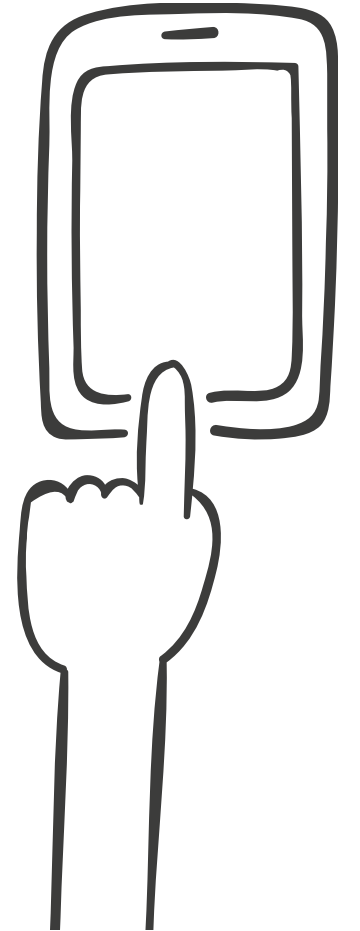
‘Quantum Strategy at Apple Inc. Organizational Dynamics’ ——Heracleous
Apple Inc. increased its R & D costs and committed to product innovation from 2019.

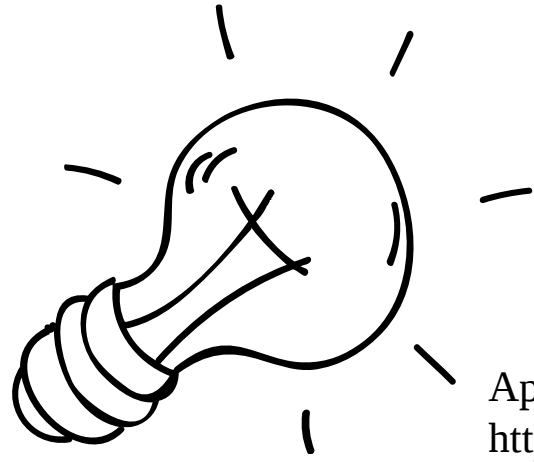


Part5: Conclusion

What I predict to find out

- The ways to extend iPhone's product life cycle
- The measures to save iPhone sales





Reference

Apple Inc. (2019). [online] *Annual report 2019*. Available at: [https://s2.q4cdn.com/470004039/files/doc_financials/2019/ar/_10-K-2019-\(As-Filed\).pdf](https://s2.q4cdn.com/470004039/files/doc_financials/2019/ar/_10-K-2019-(As-Filed).pdf) (Accessed 22 Feb. 2020)

Forbes (2018) *Smart Wearables Market To Double By 2022: \$27 Billion Industry Forecast*. Available at: <https://www.forbes.com/sites/paullamkin/2018/10/23/smart-wearables-market-to-double-by-2022-27-billion-industry-forecast/#db5ddb826569> (Accessed: 26 Feb. 2020)

Heracleous, L. (2013). Quantum Strategy at Apple Inc. *Organizational Dynamics*, 42(2), pp.92-99.

Najihah, N. and Soh, N. (2019). *An analysis of an explanation of Apple Inc.* [online] Available at: <https://mpira.ub.uni-muenchen.de/id/eprint/97280> (Accessed 28 Feb. 2020)

Queensland Government (2020) *Benefits and limitations of SWOT analysis*. Available at: <https://www.business.qld.gov.au/starting-business/planning/market-customer-research/swot-analysis/benefits-limitations> (Accessed: 26 Feb. 2020)