

MODULE TITLE: MARKETING FUNDAMENTALS

**ASSIGNMENT TITLE: MARKETING FUNDAMENTALS -
ASSESSMENT 1 TASK 1B**

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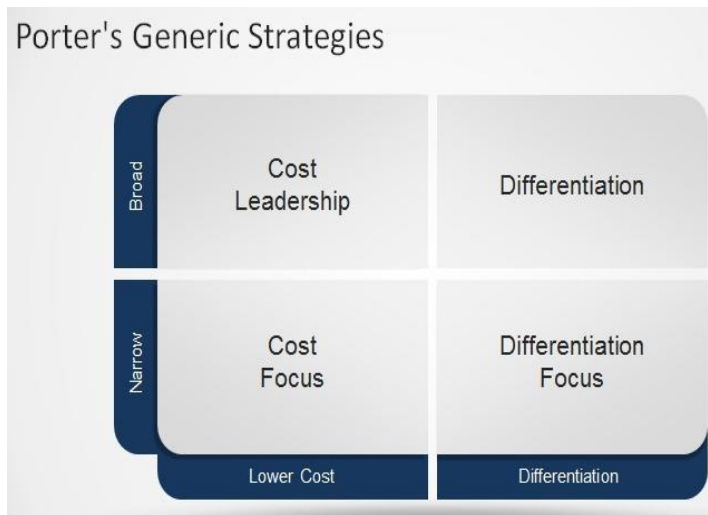
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BACKGROUND OF THE COMPANY-SVETLANA GROZEVA

Porter's Generic Strategy model related to Apple Inc.



(Google Images)

Generic strategies can be used to determine the organization's direction. Michael Porter uses four strategies from which an organisation can choose. He thinks a company must choose a clear course to beat the competition. The book 'Dynamic Vantage: Producing and Maintaining Superior Efficiency' from 1985 explains the theory. The framework was established by three techniques, namely cost control, distinction, and concentration. He subsequently split into the focus on cost and differentiation. (Porter, 2004)

According to Porter's Model, Apple generic strategy is broad differentiation. The company is focuses on key features:

- Strong creativity, research, and development.
- The opportunity to offer high-quality goods.
- Effective distribution and promotions to recognize the benefits of diversified goods on the market. (Panmore Institute,2019)

Reflection

As a participant in group projects organized by Marketing Fundamentals module, I learn to quickly organized no matter our surroundings. Because of the quarantine at the beginning, one of the hardest things for me was to concentrate on our work at university. Due to the stressed situation upfront of us, so many things distracted my thoughts and my attention. My solution was when I start to read and research information to set up my headphones with special music for learning.

At another point, I was very excited when we form this team because we work together once before, and it is was a pleasure for all of us. I am a fan of Apple, so for me was very interesting to learn more things about the company.

PRODUCT-LUYDMILA NIKOLOVA

Theory:

Apple Inc. designs, produces and sells mobile and media devices, personal computers and wireless portable music players. The business offers a range of products, utilities, devices, innovative design, and digital content and applications from third parties. The divisions of the Group include the Americas, Europe, Greater China, Japan and Asia Pacific Rest. North and South America are part of the Americas

group. The section Europe covers the countries of Europe, Asia, the Middle East and Africa. China, Hong Kong and Taiwan form the Greater China section. The remainder of Asia Pacific comprises Australia and Asia not in the other operating divisions of the business. Products and services include iPhone, iPad, iPod, Apple Watch, Apple TV, mobile apps, iPhone OS (iOS), OS X and watchOS, iCloud, Apple Pay and a range of devices, utilities and support offerings. Our customers can expect more products coming out in 2020 on affordable price. (Apple Inc.AAPL.O)

Reflection:

It was a pleasure for me to work in this group. I think we are managing our teamwork even in this difficulty that we have this year. Due to COVID-19 we couldn't meet each other and discuss our topics like always. But we were still communicating, and we were also trying to motivate each other all the time. I am very happy to work with Zoya, Svetlana, Vladi and Daniel as we were in a group together from the beginning. It's becoming easier for us to work together as we know each other even more now. We know our weaknesses and strengths and like this, we can divide the job efficiently. Personally, for me I think I have to improve my time managing so I don't add stress to myself doing the work in the last days. Although I think we've done a great job.

PRICE-DANIEL BORISOV

For developing the blogs on Apple with respect to its pricing, I researched on the topics that can be used for creating the blog. I focussed on finding out the most suitable topic that can be used for Apple with respect to its pricing strategy in relation with its marketing campaigns. The blogs support marketing campaigns as they are informative with respect to the strategy the Apple uses for pricing its products (Barlow and Jessop, 2016). In case of marketing it is extremely important for the organisations to provide basic and the most significant information regarding its products as well as its strategy. Thus, the blogs will serve the purpose as the blogs are based on the pricing strategy that is used by Apple and its position in the context of non-price competition.

With respect marketing strategy using Marketing Mix, it can be stated that price is one of the most important features along with the product (Fan *et al.*, 2015). The model of marketing mix has other factors as well however the blogs have been created taking into consideration of price and product of Apple. The first blog is based on pricing strategy of Apple in relation with marketing mix however the second blog emphasises on the products of Apple as well as its promotional strategies that are hiring celebrities as brand ambassadors. While creating the blogs, the important aspects of marketing were kept in for Apple in relation with its pricing plans and others. The blogs were written as per the specifications that were received after researching so that it can be ensured that the blogs are perfect and suitable to be used for marketing campaigns of Apple.

PROMOTION-ZOYA DANAILOVA

Apple is the most valuable company. The company has achieved through the successful marketing mix, strategy, values, and rules introduced by creator Steve Jobs. He was not a marketing expert, but through his skills and knowledge he turned Apple into a leading software company.

One of most significant features of our marketing promotion strategy is that it is very simple. When Apple advertises do not focus on using complicated technical explanation. Instead its style is quite clear. (Marketing91, 2019)

Apple creates happy relationships through advertising in the media, TV, print media, in their own stores and its annual reports, so that it can share its new products with customers. Unlike its competitors, the company does not need advertising on social media, but relies on the noise around it. Apple has Facebook and Twitter pages but uses them only to serve customers or to announce an event. And only photos taken from an iPhone are uploaded to Instagram. (Giraffe Social Media,2016)

Apple does not need a lot of promotion because the company knows that they produce unique products and they have not competitors. Apple has the weirdest strategy for promoting on social media, and yet it is the most successful. They do not focus on the advertising of a product but create something that looks more like a community. Apple ads show happy people who have great experiences with iPod and iPad, and do not focus on the features of their products. This attracts happy emotions that you want to share with other people. (Entrepreneur,2016)

It is to succeed when only the brand is enough. Because it is Apple - style and simplicity!

Reflection

When we chose to write the group work on Apple, I was very happy. The topic is very interesting, the story of the company, the life of Steve Jobs and his different ways of marketing than any other company. Now I had the opportunity to learn even more, to enrich my academic knowledge, to apply the theory learned in the writing of the essay. I improved my communication and teamwork. As a negative, I can say that it has proved quite difficult to work in this horrible situation for all of us as a concentration.

PLACE-VLADISLAVA MARKOVA

The place element of the Marketing Mix, “P” for place, originally covered by Borden with his three elements — distribution channels, personal selling and physical handling” (Jackson & Ahuja, 2016) is about where and how products and services are made available to customers.

Apple uses both direct and indirect channels of distribution to make their product available.

Apple’s direct channel strategy is unique via its company-own locations stores. Apple has full control over the customer experience focus on customer’s satisfaction, desire, and fulfilment, in a sizable, fast-growing market. (Steven Chazin, 2017),

Apple’s online storefront is distinctive- simple, with minimal expressions and crystal clear messaging.

Apple’s retail partners and their online distribution channels helps optimize international market reach and have a critical role to the company’s success .(G.Cuofano 2020)

Apple attracts the right people and creates a tempting environment, build position value systems and organization designs where they thrive. (Dr.N Tien, 2019)

Reflection

It was a big delight for me to work in the group allocated to me. The positive aspect of working with my group is that our overall process is always excellent, we are tolerant and respectful towards each other at all times, we learned to adapt to changes quick and handle difficult challenges with ease. This made us work as one and improved our togetherness. The only negative side of our group experience was the extreme situation (Covid19- quarantine) we were all put in which resulted in a more difficult way to communicate as it had to be done online this took up more time as we had to align a time convent for everyone . The new skills I have gained by completing the blog and group work were that I improved my research skills, enhanced my communication skills by online verbal communication. My time management skills were also improved by a great amount.

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