



UWTSD
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MARKETING FUNDAMENTALS EXTERNAL ANALYSIS AND EVALUATION

ASSIGNMENT 2: INDIVIDUAL REPORT

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INTRODUCTION-

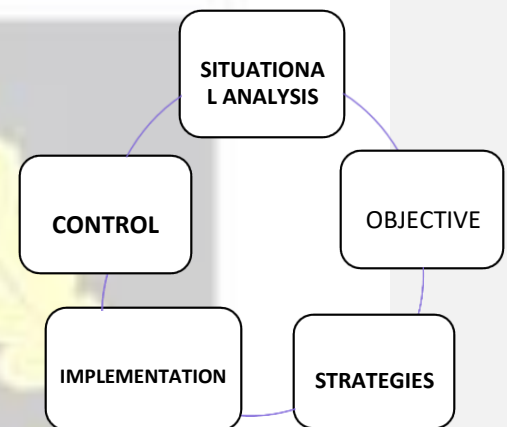
Marketing is a way for a business to communicate with its customers in order to sell either goods or services. Products are not deemed finished until they are in the hands of purchasers, as part of the distribution process for commodities and services. Businesses develop from a concept to a customer. Marketing is more about establishing a demand for a product and satisfying the needs of the customer base as a whole than it is about persuading people to pay for a product.

According to the **Board of Directors of the American Marketing Association** (AMA), Marketing is the process of developing, distributing, interacting with, and trading goods and services that are valuable to customers, partners, consumers, and the community as a whole. By **Dr. Philip Kotler's** definition, marketing is "both the science and the art of investigating, growing, and offering superior products in sequence to satisfy the requirements of the audience you intend to reach at a profit." Marketers can identify unmet needs and wants. The targeted marketplace's scale evaluated potential for income are distinguished, analyzed, and verified. It evaluates which client niches the organization serves most effectively, in addition to producing and delivering relevant products and amenities. The five steps of a marketing strategy are utilized by advertisers to create lasting client connections and add value for their customers. The procedures involve identifying the intended market, creating a strategy for marketing, implementing the approach, and gauging the plan's efficacy. The study will provide extensive data on the outside business setting at various marketplace phases, and it will also offer an examination of the natural world

and the most effective long-term guidance that the organization should take to achieve accomplishment.

THE MARKETING PROCESS-

The marketing method includes all of the steps an organization takes to analyse market prospects, choose an audience the demographics of and create a thorough marketing strategy to engage with those consumers and generate prospects for representatives in sales. The goal of the method of marketing is to create a corporate identity and increase recognition of the business among possible customers so that the business may provide items to those clients. Situational evaluation is a collection of techniques used by executives to look at the internal and external surroundings of an organization for the purpose to gain insight into its capabilities, clients, and market. Several methods of analysis, such as the SWOT analysis and Porter's five forces evaluation, can be used in a situation learning. A scenario evaluation's purpose serves to educate a firm concerning overall functional and commercial orientations and to determine its broader feasibility in the circumstances at hand. The goals of a business's advertising campaigns are defined by the goals it has set. The organization should be consistent with the organization's overall objectives and goals. There additionally constitute an important focus element with the promotional team. Concentrate upon your advertising selections and initiatives. A business strategy specifies how an entity aims to position itself, reach both short- and long-term objectives, and expand through time. Subsequent,



draws on other vital corporate resources, such as the organization's purpose, vision, and values, to help chart its future course and achieve its goals. A company's plan of action complements other essential tactics, including basic operational approaches, and assists staff, clients, shareholders, and additional participants in comprehending whether the business intends to achieve its objectives. The execution and tracking of strategies is a technique has to guarantee that the business's business objectives being met. The role of organizing and directing people is very important in this process. It requires developing a comprehensive list of tasks to be completed, as well as personnel responsible for carrying out such duties including the assets necessary. Controlling plans is the main goal to currently monitor and evaluate the company's operations, documenting and reporting deviations to management, which makes choices based on information.

PESTLE ANALYSIS ON APPLE-

PESTEL analysis is a strategic technique for examining all of the variables within a macro environment that are likely to have an influence on an organizational business. Apple is a well-known technology brand founded in 1976 by, **Steve Wozniak and Ronald Wayne**. For an extended period of time, shareholders had been attracted to the substantial income and Returns. Apple Inc. creates a wide range of technological devices, includes android phones, audio players, and beyond. Apple's fiscal plan depends mainly on the creation of exclusive software. It includes a full platform for Apple devices. Apple has established a name for itself in the telecommunications services market by becoming the leading online vendor of tunes, including streaming movies. Steve Wozniak, also known as Wozniak founded iPhone in the year

1976, although the organization's headquarters are in the state of California. This is a technology enterprise with operations in the USA, the continent of Europe, and Asia.

Political factor on apple-In Apple's macro-environment, political external forces mostly create opportunities. This component of the PESTLE assessment paradigm depicts the impact from governments and related organizations on enterprises. Some of the key political external influences impacting Apple are as follows. Strengthening trade liberalization regime (option). Political balance in industrialized countries (possibility) Trade disputes (threat), notably within the United States and China. Stronger general commerce rules evolve over time. This outside strategic consideration increases Apple Inc.'s alternatives for distributing more of its offerings internationally. The company additionally mentions the political health of wealthy nations as an opportunity for expansion for Apple, since there are fewer challenges in politics impacting the company's operations in the indicated nations as well. Despite possibilities the politically charged impact of trade disputes, particularly between the United States and China, poses an imminent danger to the organization's capacity to expand and thrive. Growing china-American conflicts, could cause China to implement higher taxes on import electrical parts utilized in Apple product manufacturing. Economic factor on apple-Numerous economic factors have an impact on Apple both directly and indirectly. These include the overall macroeconomic environment of the market, rising prices along with interest rates, in addition the rate of exchange among various currencies. The cost of labor and variations in consumer disposable incomes also have an impact on the largest Computing firm in the world by sales. Based on investments made as of September 26, 2020 and September 28, 2019, an imaginary 100

percentage unit raise in rate of return across all durations would result in a 3.1 billion United States dollars and USD 2.8 billion additional drop in the collection's real value, accordingly. Apple has relocated the production plants to China owing to the reduced cost of labor in especially. Nevertheless emerging economies in broad terms, as well as the People's Republic in especially, are experiencing a spike with labor costs. Impact of social factor on apple-Since social or sociocultural trends have an impact on Apple's business, this column will discuss some associated trends. Apple has established its dominance across all global markets. The advancement of digital system necessity is the next trend that has an impact on sociocultural aspects. Apple may benefit from this opportunity by increasing sales because of the growing demand for its products, which many societies view as status symbols. As a result, its sales have soared. Technology-related aspects form the basis of Apple's PESTLE Analysis-One of the key elements is the increasing impact of technology in business, which offers Apple the chance to expand by offering technology services to more people and organizations. However, since equipment is rapidly evolving, Apple must update its products with greater regularity unless it hopes to stay ahead of competitors. Apple's rivals offer a wide range of high-quality technology items at competitive prices, which has an impact on the brand's reputation and ultimately the company's financial performance. **For instance**, although Apple fell behind in the computer industry, manufacturers like Lenovo maintained their position. Competition results from these competitors offering low-cost, innovatively advanced products. Another issue which governments and technology users are concerned about is privacy. Just over a month ago, the US Congress requested that Apple and Google respect the privacy of

their consumers. This legal issue creates a threat to Apple and contributes to the challenges of developing devices that deal with personal data. An exacting communication legislation presents an enormous danger to technology giants like Apple. Apple is preparing to enter the auto sector and is also developing the "**Titan**" electric vehicle project. Investor pressure on Apple to release the automobile and repay investors' money is enormous. The expense of regulations and lawsuits will increase as a result of this initiative.

OPPORTUNITIES AND THREATS ON APPLE-

The largest Holographic platform in the world right now belongs to Apple. With the launch of company headset and perhaps Apple glasses, the corporation has one of the finest chances to dominate this sector. **For instance**, snap chat just introduced updated Spectacles and invested a minimum of \$500 million for Wave Optics, a developer of augmented devices. Apple must exercise caution while seizing such an opportunity. The majority (55%) of Apple's 2020 revenue (\$274B) came from outside the United States. Greater China, Japan, and the rest of Asia Pacific accounted for 30% of the company's revenue. These countries pose higher economic and political danger than the United States and Europe. Whenever a catastrophic event happened, it would almost likely have a significant impact on Apple's revenue. Apple invests significantly less in digital advertising than the majority of leading brands and businesses. Take a moment to think about it, you might be surprised to learn that, in contrast to other brands like Samsung and Pepsi, Apple nearly never appears in television commercials or social media advertisements, nevertheless continuously achieve sales records.

Apple sold 217.72 million iPhone devices in 2018 alone, which might possibly be targeted by numerous software flaws and bugs. In addition, the business sold millions of iPads, Mac computers, and other wearable devices. For all iPhone device purchases, the business gathers and saves user data like as e-mail addresses, usernames and passwords even credit or debit card details. As a result, Apple exhibits a billion of user records that might have been corrupted. Technology as well as copyright-holding companies, **For example**, routinely assert their patents and seek profits, in addition to frequently engage in lawsuit over allegations of patent infringement of proprietary rights. The Company is strongly fighting claims of infringement in courts across the United States, as well as internationally in a number of territories. Applicants in such instances often seek restrictions with substantial cash damages.

PORTER'S FIVE FORCES ANALYSIS-

Apple could utilize Porter's Five Forces Model to evaluate the manner in which it interacts with rivals and where it stands in the industry. These include the possibility of new participants entering the marketplace, the risk of clientele making different choices when buying, the influence of sellers within the market, as well as the ability to negotiate of consumers within the business's market. The competition is intense between the large companies that are competing against Apple in the scientific industry. Apple closely contends with companies like Google, HP, Samsung, LG, and Amazon. One of the factors that contributes to the sector's fierce rivalry is the relatively low price of switching for businesses. The purchasing strength both individual

and collective power of negotiating. The consequently large number of suppliers is an external factor that exerts a weak to moderate force on the company in the context of Porter's Five Forces analysis. Additionally, due to the moderate to abundant supply of inputs like semiconductors, it is difficult for individual suppliers to place demands on companies like Apple. Large suppliers, however, including chip manufacturers and OEMs, have a big impact on the market. But suppliers' power and clout in the market are constrained by the high firm concentration to supplier concentration ratio. This external element highlights the existence of fewer huge corporations, such as Apple and Samsung, as opposed to a greater proportion of medium sized and large suppliers. Threats to substitutes-Apple's computing technology, consumer electronics, and online services businesses are not significantly impacted by the competitive threat of substitution. Instead of using iPhones, users can shoot images with megapixel cameras and make phone calls with landline devices. Nevertheless, operates poorly due to having restricted characteristics. Apple goods are popular with consumers due to their ease and modern design. This circumstance lessens the impact of imitations on the functioning of the trademark. Additionally, consumers don't tend to substitute much. New entrants pose a slight threat, and Apple Inc. already recognizes their power. Creating a company to rival Apple Inc. requires a big investment. Additionally, it is very expensive to build an effective brand that will compete with major companies like Apple. Newcomers are susceptible due to these external factors. Large companies do, however, have the capital to jump into the industry. Google, **for illustration**, has accomplished this in the past without its goods for customers.

Samsung was also once a newcomer. These instances demonstrate that there are huge corporations that have the capacity to compete directly with Apple.

ADVANTAGES AND DISADVANTAGES OF PESTLE ANALYSIS

The following are some of the primary benefits of a pestle analysis:

The design of a pestle is fairly simple. It simplifies comprehension of the larger economic stimulates the growth of imaginable and extrasensory intelligence as a result. To determine possible risks to its functioning and initiate steps to either avoid or mitigate their effects, a firm could use insight. It can help a company identify and concentrate on profitable opportunities. **For instance**, a manufacturer of smartphones must stay current with technical developments. If the company does not upgrade its infrastructure, its revenues are going to drop. It demonstrates whether the company's work climate has evolved over time. This aids the business in reshaping its operations so that employees may support reform rather than fight it. The following are some of the major drawbacks of a pestle analysis:

It is simple to employ poor information, hence PESTLE analysis practitioners frequently simplify the amount of data used for judgments. The drawback of gathering too much evidence can be that it can cause "paralysis by analysis." The data utilized may have led to assumptions that later proved to be incorrect. It is increasingly challenging to predict upcoming occurrences that might have an impact on a corporation owing to the quick pace of change. The practice needs to be carried out consistently in order to be effective.

FUTURE RECOMMENDATION-

The significance of the Ansoff Matrix to Apple Inc. is examined in the current article. It examines the ways in which Apple Inc. carried out its business entry, market expansion, creation of products, and diversification approaches over time. American worldwide electronics business Apple Inc. is based in the state of California. An illustration of H Igor Ansoff's tactics regarding commodity-market expansion plans, as shown in the 1965, edition of Corporate Strategy. The matrix's main axes are new or existing items, as well as new or current markets. The framework is broken down within four categories: market entry (current goods and marketplaces); innovation (the latest commodities brought into current categories); market growth (locating emerging markets for established businesses); and diversifying (a fresh items in fresh industries).

PRODUCT DEVELOPMENT- Marketing means developing new products to offer in current marketplaces. The company primary growth approaches is the regular introduction of new products. Each new product or service released by Apple fits seamlessly into the environment and contributes to the company's overall success. Apple began with the Apple I, a hand-built computer. It subsequently went on to create fresh services and products like the iPod touch, iPad, iPhone, Apple Watch, Apple Television, Home Pod, the iPhone and iPad, the mac book operating system iCloud, and many more (**Apple Inc., 2023**). Furthermore, this growth is undoubtedly ongoing. Furthermore, the global technology corporation releases newer versions of its current offerings on ongoing basis, as well as completely new products. The company's research and development investments for new goods have climbed from USD 0.78 billion in 2007 to USD 18.75 billion in 2020.

DIVERSIFICATION-Diversification usually the most hazardous option since it involves creating innovative goods for distribution in emerging markets. Apple has periodically participated in diversity company approach over past decades. At the same time, not all of Apple's expansion efforts have been effective. For example, despite the industry's pandemic-fueled expansion, Apple TV+ has scored low, following Netflix, Amazon Prime Video, Hulu, and even NBC competitor. Considering the global market saturation for the iPhone, Apple's primary source of revenue, and the company is expected to pursue an effort to diversify in the close-to-medium term. The Ansoff Matrix's four halves demonstrate numerous growth strategies.

CONCLUSION-

To summarize, this report's goal was to discuss the several market stages that must be implemented in an intended worksite utilizing proper analysis instruments to be able to remain competitive in participating industries and satisfy customer demands. The technique also exposed numerous obstacles and possibilities. Nevertheless, Porter's Five Forces Analysis supports in understanding rivals and multiple market alternatives for businesses. Final, the Ansoff matrix offers several of suggestions for boosting market income and output through a knowledge of current items. Because of business enormous earnings, Apple Inc. has continued to exist and improve its products and services. They are a lot more profitable than other technological companies because of this. Apple has put a lot of effort into building a name that is identifiable not just in America but also globally.

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