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Title Of Report – Assignment 1 on Apple

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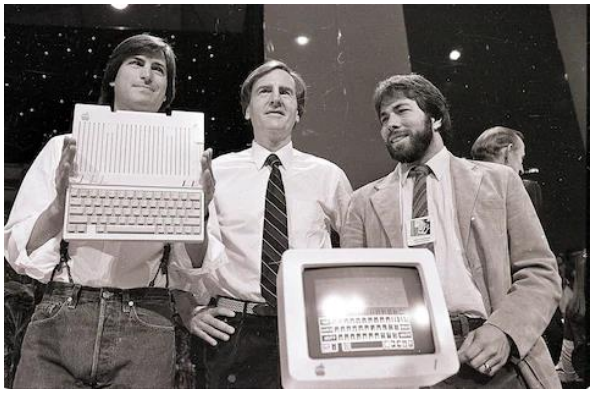
BACKGROUND OF APPLE

Apple is a multinational company and is a digital distributor of phone, smartwatches, air pods, tablet, laptop and computer.

Apple was founded by Steve Job, Ronald Wayne and Steve Wozniak on April 1 1976.



Company designed there first product that was computer called as a Apple I. Steve there HP65 calculator and Volkswagen Bus respectively to design their first product. Apple launched Apple I in July 1976 at Homebrew Computer Club.

APPLE I

APPLE II

Later, Ronald Wayne leave Apple and company was incorporated on 3 January 1977 without Wayne. Wayne sold his share to Jobs and Wozniak for $800. After that Wozniak invented Apple II that is second product of company and was introduced on 16 April 1977 at West Coast Computer Faire.

In years 1980 to 1985, there was instant financial successes and company start using graphical user interfaces in computer and company introduced 1984 original Macintosh. By the year 1985 power struggles of products and their high costs caused problems. After that Wozniak and Jobs stepped back but Steve Jobs founded NEXT with some Apple employees.

During 1990s, Apple lost position and market share to lower priced. Then in 1997 the company NEXT to resolve Apple's unsuccessful operating system.

Over next decade, Through Jobs Guidance Apple gained profit by introducing iPhone, iPod, iPad and iMac. By this Apple start opened their retail chains called Apple Store in different regions.

In 2011, Apple succeeded by Tim Cook as a CEO after Steve Jobs resigned due to his health issues.

During 2018 to 2022, company valued to $3 trillion in January 2022 from $1 trillion in August 2018. Current status of company around $2.2 trillion which was calculated in January 2023. (www.britannica.com , www.feedough.com , www.wikipedia.org)

MISSION STATEMENT

Apple's mission and vision to provide best experience to their product users and customers through better quality and innovative software and hardware. The company aims to provide top quality on its products. So that's why Apple's software and hardware quality gives the company edge over other competitors in the international market.

" **Bringing the best user experience to its customers through its innovative hardware, software, and services.**" – **(Apple.Inc)**

- Tim Cook
(Apple's Current Ceo)

"We believe that we are on the face of the earth to make great products and that's not changing. We are constantly focusing on innovating. We believe in the simple not the complex. We believe that we need to own and control the primary technologies behind the products that we make, and participate only in markets where we can make a significant contribution. We believe in saying no to thousands of projects, so that we can really focus on the few that are truly important and meaningful to us. We believe in deep collaboration and cross-pollination of our groups, which allow us to innovate in a way that others cannot. And frankly, we don't settle for anything less than excellence in every group in the company, and we have the self-honesty to admit when we're wrong and the courage to change. And I think regardless of who is in what job those values are so embedded in this company that Apple will do extremely well." [Tim Cook, n.d.]

APPLE'S SEGMENTATION

Apple segmentation divides into four parts such as geographic, psychographic, geographics and demographics.

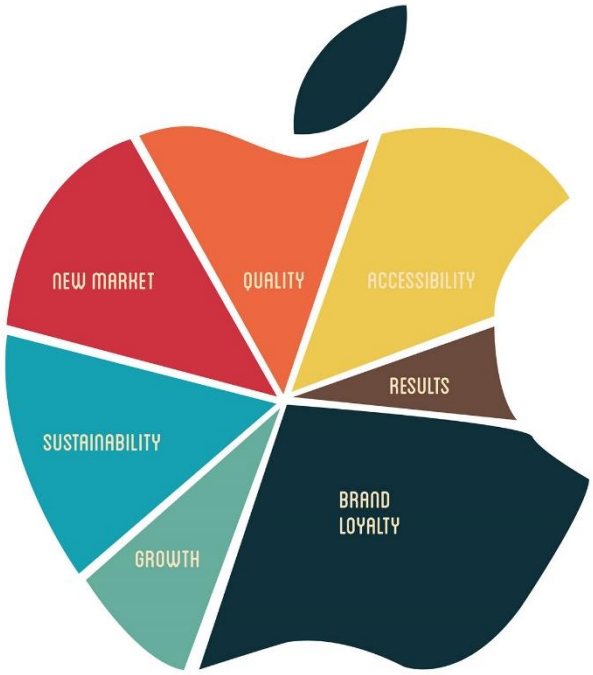
Demographic Segmentation

Apple demographic includes people aged 18 to 45 either are single or married. The Apple mainly target female with 66% female to 34% male users.

Geographic Segmentation

Apple has largest market share in the USA with over $35 billion in net sales in 2022. USA is the strongest in market share among other smartphones brands.

Europe and Asia also has important Apple markets.



Behavioral Segmentation

Apple's has strong customer base and loyal users which led to growth of Apple products and over 42 million phones were shipped in the world in 2022.

Apple users also has strong loyalty towards Apple subscriptions of Apple services Applications. In 2021, users spent over $85 billion on app subscription.

Psychographic Segmentation

Apple users are largely financially stable and they are loyal to Apple, approximately 85% of Apple users plan to buy only Apple products.

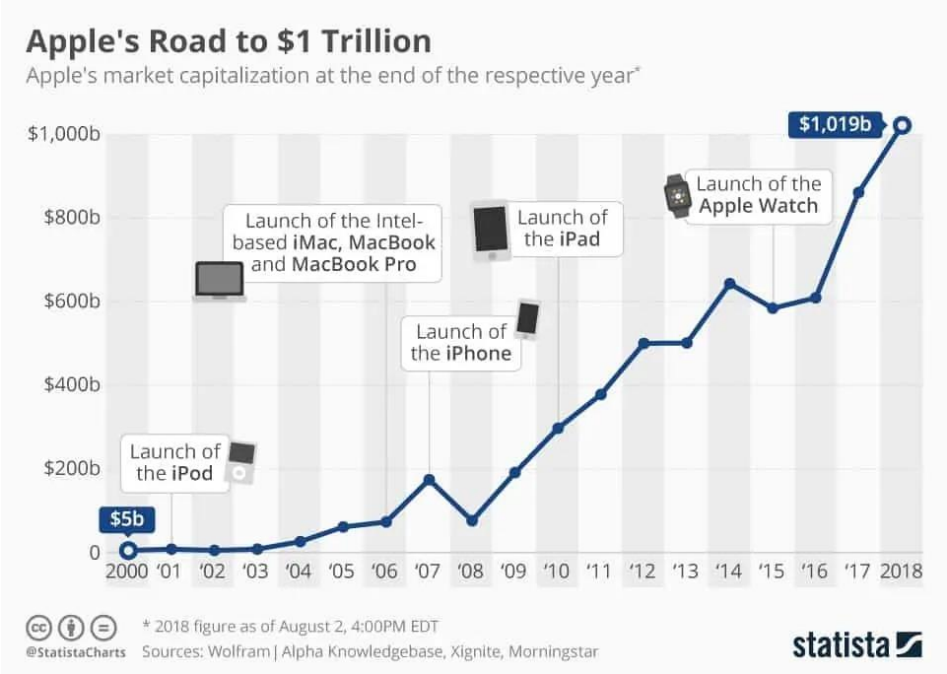
www.start.io

APPLE'S MARKET STRATEGY

- Apple does not reveal much information about upcoming products through this way Apple's users get excited about products.

- Net Promoter Score index is used by Apple to measure the willingness of users to recommend Apple's products through this way prevents customers or users from the leaving the store unsatisfied.

- Apple only focuses loyal and existing customers by providing amazing services instead of providing offers to new customers.



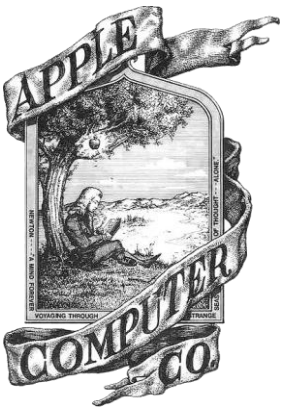
MARKET OBJECTIVES

- Understanding the target market
- Having a long-lasting impact on their customers
- Focusing on values

[www.studysmarter.co.uk]

LOGO

Apple' logo is one of the most popular logo in the world and has great respect in the international market. However, Apple logo is not same as now in earlier years and evolved overs the years.



In 1976, first Apple's logo shows an image of scientist Isaac Newton reading a book and an apple fell on his head from a tree.

In 1977, original logo was replaced due to its looking old fashioned and an experienced logo designer named Rob Janoff hired to design a new logo. The company wanted logo that would represent modern technology devices. In the result logo was a bitten Apple with ribbon colours spectrum and with the brand name "Apple".

In 1984, there was minimal changes but the company removed name "Apple" from the logo and logo was looking same as today.

In 1998, Steve Jobs changed previous rainbow spectrum logo into solid black to complement their new silver computer. A 3D image of logo is easy for everyone to recognize, even also easy for those who don't able able to speak a particular language and can't able read the text.

In 2001-2007, Apple changed the logo to chrome textured designed logo because of upcoming aluminium body based products.

In 2007-2015, Apple designed logo and went with a simple and flat design. The logo popularly recognized today. The flat design perfectly complement with Apple's low carbon aluminium products which also looks luxurious.

www.crowdspring.com

APPLE PROMOTIONS

The very important component is promotions. Apple communicate with customers and users through Ads, communication channels and also company highlights premium brand image and premium quality of its goods. Here are some tactics used by Apple to promote their products.

- **Sales promotion**
- **Public relations**
- **Adverting**
- **Personal selling**
- **Online adverting**

Apple's uses techniques such as online adverting through google, Youtube, Instagram, Facebook and other websites. Apple also collab with other websites to promote their products.

Apple's uses their employees who offer information about products and encourage customers to make a purchase.

Nowdays , Apple's also introduce Apple Events in which company leaks of some information about upcoming products which helps to enhance publicity in market.

www.mageplaza.com

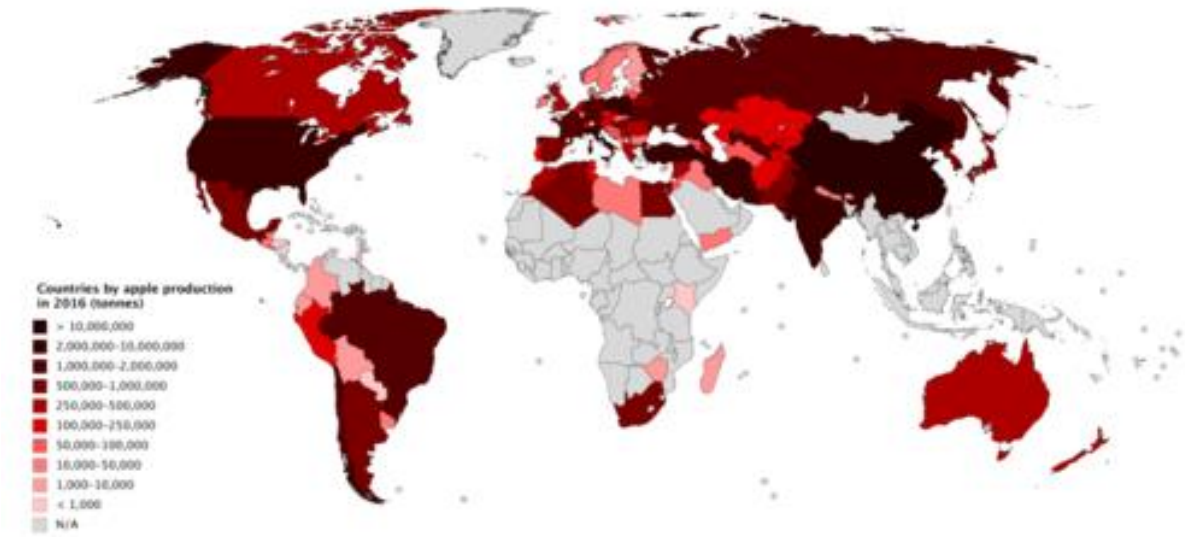
COUNTRIES WITH APPLE STORES

The international Apple retail store opened in Tokyo (Japan) in 2003.

According to 2018 Apple was operating over 506 retail stores in 25 different nations across the world.

In United States, it has Apple retail stores in 44 out of the 50 states.

There are over 25 countries that have Apple retail stores and countries such as United States, Turkey, United Kingdom, Australia, China, Austria, Spain, Singapore, Sweden, South Korea, Mexico, Japan, Germany, Hong Kong, France, Canada, Belgium, Thailand .etc.



There is apple store in Nanjing East Store in Shanghai which attracts over 20000 customers daily and this store also known as world busiest Apple store.

In Amsterdam there is world biggest Apple retail store with clocking at 27000 square feet with 80+ foot long Genius Bar. www.liveabout.com

PRODUCTS

IPhone which also known as IOS mobiles is a series of smartphones introduced by Apple. IPhone was the first phone to launch multitouch technology, waterproofing and many accessibility features. IPhone described as a revolution for the mobile industry and are popular and Apple contained more than 2.2 million applications in January 2017. (www.apple.com)

MacBook is a type of laptop designed by Apple and firstly launched in 2006 and even now it is top selling laptop in the world. (www.apple.com)

iPad is type of tablet computer developed by Apple and it is also known as iPadOS based tablet. iPad firstly launched on 3 April 2010 and till 2020 over 500 million units of iPad soldout. There is series of iPad such as iPad Mini, iPad Air, iPad Pro. There are several online services are available in iPad like Apple Books, Apple Music, Apple Wallet, iCloud.etc.(www.apple.com)

Apple TV is a digital media player developed by Apple. It is only HDMI compliant device connected to high definition widescreen TV or LED. Apple TV firstly launched on 9 January 2007 and its latest version is 3rd generation Apple TV which was launched on 4 November 2022. It contains over 8000 total apps with 1600 video apps. (www.apple.com)

Apple Watch also known as iWatch introduced by Apple. It contains amazing features such as wireless communication, health oriented activities and fitness tracking options. Apple Watch became a best selling wearable device in international market and across 101 million units sold as of 2020. Apple Watch has range of lineup and its latest watch is Series 8 2nd generation. (www.apple.com)

AirPods are wireless earphones introduced by Apple on 7 September 2016 and now it became most popular products in international market. It has 3 generation and its latest model is 3rd generation which was launched on 26 October 2021. Airpods contains wireless Bluetooth option and even touch options in higher models such as iPod Touch.(www.apple.com)

PRICING

Iphone's estimated prices

$499 to $ 1199 (in USA)

iPad estimated prices

$749 to $999 (in USA)

MacBook estimated price

$999 to $1999 (in USA)

Apple watch estimated price

$249 to $399 (in USA)

Air pods estimated price

$129 to $169 (in USA)

Apple TV estimated price

Starting at $129 (in USA)

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