

Marketing Management

BMMB7012

Future Developments in the Field of Marketing

Omkar Giridhar Chavan

2116940

Executive Summary

In this report, we looked at the marketing management at Apple Inc. and its influence on its sales and brand reputation. Specifically, Apple Inc should change its marketing strategies to aggressive marketing as the competition in the market is intense and the competitors are using aggressive marketing and aggressive pricing for their products. To attract new customers Apple should adapt to the newer strategies and target different segments instead of concentrating on the high-class market segment.

What is recommended

- Adapt new marketing strategies like aggressive marketing.
- Consider different pricing strategies instead of using premium pricing strategies.
- Improve the distribution and supply chain globally.

Methodology Used

The recommendations are based on the following sources:

- Apple Inc website
- Apple Environmental Progress report 2022
- Published public articles
- Articles published by reputed news channels.
- Published articles on the website
- Book Sections
- University Reports
- Peer-reviewed reports

What the report covers

- **Page 1, Introduction. Briefing about the company. We discuss the current marketing strategies used by Apple Inc. and the impact of the strategies on the company.**
- **Page 2, Findings. This section provides details regarding the data collected and the method used. All the analyses used on Apple Inc.**
- **Page 10, Conclusion. Concluding on the data gathered and highlighting the main issue.**
- **Page 11, Recommendations. Provide recommendations along with the specific path to implement.**
- **Page 12, References. Sources from the data gathered.**
- **Page 15, Appendices. Images and graphs were used for data analysis of the gathered data.**

Table of Contents

Sr. No.	Content	Pg. No.
1	Introduction	1
2	Findings	2
2.1	What is Marketing	2
2.2	The Marketing Environment	2
2.2.1	PESTEL Analysis	3-4
2.2.2	SWOT Analysis	4-5
2.2.3	Porters 5 Forces	5-6
2.2.4	Stake Holders Analysis	6
2.3	The Target Market	7
2.4	Marketing Mix	8-9
2.5	Marketing Media	9
2.6	Marketing Success	9
3	Conclusion	10
4	Recommendation	11
5	References	12-14
6	Appendices	15-19

1. Introduction

As per the analysis done in the previous presentation, two recommendations were made: (1). Promotional offers and aggressive marketing, and (2). Strengthen the relationship with the government.

In this report, further analysis would be done to understand how the company could implement the given recommendations, what could be changed in the company's marketing strategies, and what new measures the company needs to take for the company's growth.

Apple Inc. design, manufactures, and markets consumer electronics, and sells a variety of related services. The companies' customers are primarily the small and mid-size businesses, education, enterprise, and government markets (Apple, 2022) (Apple Inc., 2022).

The market for the company's products is highly competitive where the competition is using aggressive pricing strategies and resulting in pressure on Apple's gross margins, new products and services, and product price to performance (Apple, 2022) (Apple Inc., 2022).

According to Forbes in 2020 Apple is one of the world's most valuable brands in the world and one of the factors that contributes to its brand value is its tight control and effective distribution services. But Apple has chosen to focus on the premium segment of the market whereas its competitors are focusing on the lower segment of the market (Apple, 2022) (Apple Inc., 2022) (Swant, 2020).

2. Findings

2.1. What is Marketing

According to the American Marketing Association 2017 “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”

There are multiple definitions for marketing but according to Ken Wang the simplest is “Marketing is about managing profitable customer relationship”. Therefore, marketing has dual goals that are to attract new customers with promising superior value and to keep and grow current customers by delivering satisfaction (Wang, 2020).

If one closely analyse the definitions, there are four components in them:

1. **Creating:** To offer products for value to the customer by collaborating with the suppliers and customers' demands.
2. **Communicating:** Describing new products to the customers and learning from the customers.
3. **Delivering:** Getting the products to the customers at the most optimized value.
4. **Exchanging:** Trading value for the product (Wang, 2020).

2.2. The Marketing Environments

The ability to prepare and maintain a profitable relationship with the target customers is dependent on different marketing environments. The marketing environment is classified into two categories, namely: -

- **Macro Environment:**
- **Micro Environment**

2.2.1. PESTEL ANALYSIS

(Refer to Appendix 1) (Refer to Appendix 2)

Political: Apple Inc. is exposed to a lot of political issues as the company operates and has a decent number of suppliers around the world. Any political insurgence can leave Apple to danger. Apple's major sales contribution comes from outside the US. America's tough environmental and labour laws are making it difficult for Apple to compete in the highly competitive market (UNITED STATES SECURITIES AND EXCHANGE COMMISSION, 2021).

Apple Inc.'s political issues don't only end at the changing of laws. But Apple has several class-action lawsuits filed against the company. In recent years FBI filed a lawsuit against Apple for San Bernardino Case.

Economic: As Apple Inc. have several suppliers around the world, especially from China, the increment in the labour cost around the world narrow downs Apple's profit margin. The stagnating middle-class income around the world potentially shrinks the market for higher-end consumer goods thus dropping the sales for Apple Inc. As Apple uses a premium price strategy the market for Apple's consumer goods is small and thus a shrinking market impacts Apple Inc.

Social: Throughout the past, Apple has been constantly making changes to its products according to the customers. But Apple is lacking to enter the African market. Africa has a large electronic market, but Apple is not a well-known brand in Africa. On the other side, Apple has entered the markets of India, Bangladesh, and other developing countries. But is still struggling to improve its sales as Apple products are pricy in these countries due to taxes on consumer electronics.

Technological: Competitors like Samsung and Google are demonstrating a strong ability to duplicate Apple's products and services. Samsung is duplicating Apple by steadily making its ecosystem where all the Samsung products can easily interact and work in sync. This is similar to Apple's ecosystem. So, Apple is not unique in the production environment. Also, Google took less than a year to replicate Apple Pay and launch it as Google Pay. Apple has a limited market to bring new products out. Apple's proprietary software limits various applications available to Apple users.

Environmental: According to Apple Inc.'s environmental progression report for 2022, the company have achieved to reduce its emissions by 40% since 2015 from the value chain. According to the statistics released in the report, Apple Inc. has managed to cut down its carbon emission from 38.4 million metric tons of CO₂ in 2015 to 23.2 million metric tons of CO₂ in 2021. The recent products launched by Apple have minimum packaging and have no outer plastic wrapping. The new products launched by Apple have 100% recycled gold, tin and rare earth metals thus reducing the depletion of natural resources (Apple Inc., 2022).

Legal: The increase in the privacy regulation by the government has created pressure on Apple Inc. But this has also given opportunities as Apple can now use the enhanced privacy measure to boost its business. The company faces several lawsuits from various countries like the United States, European Union, China, and Australia. They also face strong criticism and legal battles regarding their policies on third-party repair services. As mentioned on the Apple Inc. website the company is closely monitoring the general data protection regulation (GDPR) and is undertaking privacy impact assessments before launching any new product. (Apple Inc., 2022) (Apple, 2022) (Pestle Analysis, 2015) (UNITED STATES SECURITIES AND EXCHANGE COMMISSION, 2021)

2.2.2. SWOT ANALYSIS

(Refer to Appendix 3)

Strength: Apple is one of the most valuable brands as the company secured 1st place by Interbrand for the 9th consecutive year with \$408 Billion. In August 2020 Apple broke the record by reaching to \$2 trillion market cap. The company invest a substantial amount the research and development for the future growth of their products and to better understand the customer's needs. LIAM the recycling robot a project by Apple's R&D group helped to recycle almost an entire iPhone and maintain the sustainability of resources.

Weakness: Apple follows a premium pricing strategy therefore their products are considered a luxury. Apple has a solid base of loyal customers, but this resulted in Apple relying heavily on its iconic store strategy and not marketing as much as its competitors. The proprietary software by Apple makes its product incompatible with other devices and with third-party applications. The company is under investigation for unfair business practices with Google to make Chrome a default search engine on iOS instead of Safari. Thus, stifling the competition across the digital market (BBC News, 2021).

Opportunities: Currently Apple Inc. has an opportunity to expand its distribution network as of now Apple have a limited network and leaves minimal room for growth. The company should focus on extending its AI portfolio to have a stronger foothold. Apple should enable customers to purchase and receive products directly from a reputable company instead of letting to buy the products from their Apple Stores. This will help them improve their global reach and improve the revenue. With the increase in dependency on technology from the number of people, Apple should enter the smart device market and increase its product range in this market range to expand its customer base (Momin, 2022) .

Threats: Apple is highly dependent on China for its manufacturing and supply chain. After the pandemic, the 18% of its \$365 billion revenue of Apple was highly affected as it was coming from the Chinese market. With the increase in competition in the market, Apple has to either revise their technologies or its pricing policy to stay ahead of the competition. The company was criticized by

Facebook's CEO, Mark Zuckerberg, for blocking innovation and blocking competition by having a monopoly on App Store and taking hefty charges. The backdoor mechanism has been a constant threat for Apple as the company has been pressured by the government agencies on several instances to unlock iPhone via the backdoor meaning to unlock through the encryption of the iPhone and having access to the data. Thus, exposing and risking the security of millions of iPhone users (Apple, 2022) (Apple Inc., 2022) (Daniels, 2020) (Smithson, 2022).

2.2.3. Porters 5 Forces

(Refer to Appendix 4)

Competitive Rivalry: Apple Inc. has strong competition in its product market. The major competitors are Google and Samsung. The aggressive marketing strategies used by the competitors affect the sales of Apple products. The major concern for Apple products is the switching cost for these products are higher as Apple uses a premium price strategy. Also, the differentiation between Apple products and its competitors' products is very narrow.

Buyer Power: When you consider individual buyer power it represents a negligible amount of revenue for Apple Inc. But when considered collective buyer power represents a strong force for the company. However, Apple Inc. invests substantial capital in the R&D department to develop new and innovative products for its customers. Even though a lawsuit was filed against Apple for allegedly slowing down the older iPhone to increase its battery performance. The company did not sustain a huge market share drop. This shows Apple Inc. have a loyal customer base.

Supplier Power: The suppliers have a weak force against Apple Inc. as for most of the supplier Apple Inc. are their biggest customer. Also, Apple has a large range of potential suppliers available globally. The switching cost for Apple to change one of its suppliers to other is very low. The ratio of firm concentration to suppliers further limits the suppliers' power and influence on the industry.

The threat of Substitutes: Most Apple Inc. customers have a low propensity to substitute the company's product. Also, Apple has tied its customer in a very tight ecosystem where, now if the customer wants to change a product it's cheaper for them to buy Apple products instead of going for the substitute products. Apple uses several proprietary standards such as the use of lightning cables for charging and data transfer.

The threat of New Market Entrants: The brand recognition earned by Apple Inc. for several years is very high and to establish brand recognition as Apple the new company would need a gargantuan amount of capital. Also, a heavy capital would be required to invest in the R&D department to reach the product quality Apple. Nonetheless, companies like Google and Samsung could establish their position in Apple's market but for a new company to establish its position would

require a lot of effort and hefty capital expenditure. (MBA Skool Team, 2022) (Ferguson, 2019) (Maverick, 2022) (adamkasi, 2019) (Panchal, 2021)

2.2.4. Stake Holders Analysis

(Refer to Appendix 5)

The stakeholder analysis would help to understand the major individuals Apple Inc. is considering before deciding on any new strategies, products, or services. Also, this helps to understand who the key supporters of Apple Inc.'s growth are.

Customers: For Apple Inc., it is crucial to have a strong and loyal customer base this is achieved by continuous innovation of products. Even though Apple uses a premium price strategy customers find it acceptable, for the quality of a product. The main interest of customers is to have efficient and effective products at a reasonable price. Apple manages to achieve it by prioritizing its customers.

Apple Employees: Employees are the second priority for Apple as after customers Apple employees are the individual to help the company to bring out innovative products for the customers through R&D. The main interest of these stakeholders is to have career development and proper compensation.

Investors: Usually investors are the major stakeholders but in the case of Apple, investors are prioritizing maximizing the returns on their investments. Apple Inc. successfully manages to maintain high-profit margins. The company has also managed to avoid debt. Thus, keeping its investors satisfied (FossHansen, 2021) (Sansanee Sapapthai, 2020).

Employees of the supply and Distributor: These workers are the indirect stakeholders in Apple's business but determine the firm's corporate social responsibility. The main interest of these stakeholders is to have career security and compensation. The company needs to ensure that its entire supplier chain meets the highest standards concerning its product and service (Thompson, 2017) (Balta, et al., 2015) (Crosby, 1991) (Hujainah, et al., 2018).

2.3. The Target Market

(Refer to Appendix 6)

Apple's target market is the individuals who are willing to pay a premium price for the product's user experience, advanced design, and services. The customer base includes middle- and upper-class consumers. For instance, a normal PC cost £400 whereas a MacBook cost £1100. If the consumer has a higher disposable income, a highly-priced product is not a problem for them. Also, the age group that is inclined toward Apple products are from 22-55. Till 2011 the male-to-female ratio for Apple products was 1:1 (53/48) but the male user count rapidly increased to 2:1 (60.8/39.2). The company has its market hold in the fast-track city life. Apple's R&D department is successfully innovating its products according to its target consumers, which results in having a loyal customer base for Apple Inc. (Andrew, 2021) (Dudovskly, 2021) (Business Essay, 2022).

2.4. Marketing Mix

(Refer to Appendix 7)

Product: Apple Inc. has a mix of electronic products and services. Apple's focus has always been to create innovative yet easy-to-use and good-looking electronic products for the consumers. The company started by innovating icons and mice which changed the way users interacted with their computers. The company has always maintained extreme secrecy in the design of its products. Over years Apple's constant innovation of its products has created an emotional connection between the consumers and the company.

Price: With an image successfully built as a premium lifestyle and luxury brand company Apple charges a hefty price for its products. In exchange for the charged prices, the company offers a premium design product with a seamless user experience for which the customer base Apple is willing to pay the price and also remain loyal to the company. Even though the company incur hefty prices for its product the company still follows the ethics set up by its founder Steve Jobs. The company still offer promotional discounts to university students, staff, and teachers. The older products when bought in the stores are exchanged for extra credits. Even if the products are not worth any exchange credit the company recycle the product to increase the sustainability of the natural resources.

Place: Apple Inc. is focused on customers buying experience than the sales. Therefore, the distribution chain includes only Apple stores, Apple's official website, Authorised sellers, and Telecommunication sellers. This reduces Apple's distribution cost and then the company can invest in product research to reinforce its product image. When purchasing Apple products online customers get a wide range of flexibility with their product delivery and pickup service.

Promotion: Apple Inc. has always kept its promotion simple and easy to understand, without actually overloading the information and product features list. The company promote their products by reaching its customers emotionally. The promotion often shows people connecting to their families and friends using Apple products. One of the greatest campaigns done by Apple was the #ShotOnIphone campaign, where the company asked their consumers to send their images taken by their iPhones. After which Apple will select some images and display them across the media outlets and billboards (Khalipha Ntloko, 2020) (Hayley Carter,2020).

Physical Evidence: Apple Inc. generally opens stores in an important parts of the cities. Externally the stores fit into the surrounding architecture, but internally all the Apple stores have the same minimalistic and simple look with the products being the highlight of the stores. The packing of Apple products is also minimalistic, well-organised, and gives a sense of professionalism. The stores and product packaging depicts the user experience of Apple products.

People: Apple Inc. customer service adopt the A.P.P.L.E. formula: A – Approach with a personalised welcome; P – Probe politely to understand a customer's needs; P –

Present a solution the customer can take home today; L – Listen to and resolve issues or concerns; E – End with a fond farewell and an invitation to return. Apple Inc. is ranked one of the best places to work on Glassdoor since 2009. The recruiters during the interview ask a random and unexpected questions to break the ice and make the candidate feel at ease. The company follows the saying that “Skills can be taught, but personality comes within”.

Process: Apple Inc.'s process includes customer experience. The company start every product with the design, then when the product is finished the employees build it, test it, and design it again. Even though the design and manufacturing process is complicated and secret, the buying process for Apple products is very simple and easy to use. Where the company provides additional hardware and technical support for free in-store and online shopping (Bahador, 2019) (Crosby, 1991) (MARBOSSDIGITSLMARKETING, 2018) (mammasarda, 2021) (Xuanyi Chen, 2021).

Therefore, as per the analysis, it is visible that Apple Inc. is using a passive marketing strategy, whereas its competitors are aggressively marketing their products as the competition in the sector is very high and aggressive.

2.5. Marketing Media

Considering the 7 P's analysis done on Apple Inc. the company is using both online and offline marketing strategies. The company is still relying on selling its product in offline shops so that it can offer its consumers a premium experience for shopping for their electronic products. Whereas the company have also been actively selling their products online and still keeping its website in the most minimalistic representation providing the depiction of the user experience their consumer would get after buying the Apple products. The latest trend for Apple Inc. is to promote its products the social media platforms. The company has its accounts on Facebook, Twitter, YouTube, and Instagram. The #ShotOnIphone was a trend created by Apple which incorporated the use of both online and offline marketing. With this campaign, Apple marketed their products without even showing the product (Dave, 2018).

2.6. Measuring Success

Apple's campaigns are measured by the number of consumers drawn by the campaign. Considering that Apple's marketing strategy is certainly one of the best marketing strategies around. Apple's products are constantly involving the demands while innovating their products according. But not only do the product's target Apple's consumer base but their marketing campaign also are designed to target the consumer's base (International Business Strategy, 2022) (Usman Ali Khan, 2015).

3. Conclusion

After carefully analysing the marketing strategies used by Apple Inc. it is clear that Apple uses a passive marketing strategy, this works for Apple as the company considers customer feedback and targets their products towards their demands. This helped Apple to build a strong loyal customer base for years. But Apple's competitors in the consumer electronics market use aggressive marketing and pricing strategies which indeed have affected Apple's growth in the sector. They could adapt to newer marketing strategies and consider revising their pricing for newer market segments. Also, the company seems falling short on their supply chain as they still haven't established its base in the African market and have recently entered the south-Asian market. Also having several lawsuits globally is harming Apple Inc.'s market reputation and they could consider settling them.

4. Recommendation

(Refer to Appendix 8)

Implementing the SOSTAC model on Apple Inc. for recommending what the organisation does next in terms of marketing.

References

- adamkasi, 2019. *Porter 5 analysis of Apple*. [Online]
Available at: <https://www.porteranalysis.com/porter-five-force-analysis-of-apple/>
- Andrew, R., 2021. *Target Market Analysis of Apple Inc*, s.l.: The Strategy Watch.
- Apple Inc., 2022. *www.apple.com*. [Online]
Available at:
https://www.apple.com/environment/pdf/Apple_Environmental_Progress_Report_2022.pdf
[Accessed 15 June 2022].
- Apple, 2022. *Apple Inc.*. [Online]
Available at: <https://www.apple.com/uk/>
- Bahador, M. H. H., 2019. *THE EFFECT OF MARKETING MIX ON ORGANIZATIONS PERFORMANCE*, Malaysia: Universiti Utara Malaysia.
- Balta, D., Greger, V., Wolf, P. & Krcmar, H., 2015. E-government Stakeholder Analysis and Management Based on Stakeholder Interactions and Resource Dependencies. *IEEE*.
- BBC News, 2021. *Apple and Google investigated by UK competition body*. [Online]
Available at: <https://www.bbc.co.uk/news/technology-57484720>
[Accessed 15 June 2022].
- Business Essay, 2022. *Apple's Target Market and Apple Marketing Strategy*. [Online]
Available at: [https://business-essay.com/apple-companys-marketing-strategy-analysis/#:~:text=and%20Putsis%20504\).-,Apple's%20Target%20Market,by%20a%20better%20user%20experience](https://business-essay.com/apple-companys-marketing-strategy-analysis/#:~:text=and%20Putsis%20504).-,Apple's%20Target%20Market,by%20a%20better%20user%20experience)
[Accessed 15 June 2022].
- Crosby, B. L., 1991. *Stakeholder Analysis: A Vital Tool for Strategic Managers*. Washington: USAID.
- Daniels, R., 2020. *Define Marketing Environment. What is Micro and Macro Environments?*, s.l.: Business Study Notes.
- Dave, A. P. J. G., 2018. A CASE STUDY ON MARKETING STRATEGY:APPLE i-Phone. *International Journal of Research and Analytical Reviews*, 5(4), pp. 106-114.
- Dudovskiy, J., 2021. *Apple Porter's Five Forces Analysis*. [Online]
Available at: <https://research-methodology.net/apple-porters-five-forces-analysis-3/>
- Dudovskiy, J., 2021. *Apple Segmentation, Targeting and Positioning*, s.l.: Business Research Methodology.
- Ferguson, E., 2019. *Apple Inc. Five Forces Analysis (Porter's Model)*, s.l.: Panmore Institute.
- Fern Fort University, 2022. *Apple Inc. Porter Five Forces Analysis*. [Online]
Available at: <http://fernfortuniversity.com/term-papers/porter5/analysis/549-apple-inc-.php>
- FossHansen, E. B. P. W., 2021. A review of the state-of-the-art for stakeholder analysis with regard to environmental management and regulation. *Journal of Environmental Management*.

Gallo, C., 2012. Apple's Secret Employee Training Manual Reinvents Customer Service in Seven Ways. *Forbes*, 30 August.

Gupta, S. K., 2022. *Apple SWOT 2022 | SWOT Analysis of Apple*. [Online]
Available at: <https://bstrategyhub.com/swot-analysis-of-apple-apple-swot/>

Hujainah, F., Bakar, R. B. A., Al-Haimi, B. & Abdulgabbler, M. A., 2018. Investigation of Stakeholder Analysis in Requirement Prioritization Techniques. *Advanced Science Letters*, pp. 7227-7231.

International Business Strategy, 2022. *A Strategic Analysis of Apple*, s.l.: International Business Strategy.

mammasarda, S., 2021. *Apple's Extended Marketing Mix*, s.l.: MAMME SARDE NEL MONDO.

MARBOSSDIGITSLMARKETING, 2018. *Apple's Marketing Mix*, s.l.: MarBoss DM.

Maverick, J. B., 2022. *Analyzing Porter's 5 Forces on Apple (AAPL)*, s.l.: Investopedia.

MBA Skool Team, 2022. *Apple Porter Five Forces Analysis*, s.l.: MBA Skool Team.

Momin, A., 2022. *Pestle Analysis*. [Online]
Available at: <https://pestleanalysis.com/apple-swot-analysis/>
[Accessed 15 June 2022].

N.S. Jayasena, H. M. a. K. W., 2018. Stakeholder Analysis For Smart City Development Project: An Extensive Literature Review. *International Conference on Built Environment and Engineering*, p. 6.

Nadine Itani, J. F. O. K. M., 2014. A macro-environment approach to civil aviation strategic planning. *Transport Policy*, Volume 33, pp. 125-135.

Navalkrushna Allurwar, B. N. P., 2016. Beacon for Proximity Target Marketing. *International Journal Of Engineering And Computer Science*, 5(5), pp. 16359-16365.

Panchal, B., 2021. *Porter's Five Forces Analysis of Apple in detail*. [Online]
Available at: <https://www.marketing10.in/porters-five-forces-analysis-of-apple-in-detail/>

Payne, B., 2017. Brand Positioning and its Usefulness for Brand Management: the Case of Apple Inc.. *Newcastle Business School Student Journal*, 1(1), pp. 51-57.

Pestle Analysis, 2015. *Apple Inc. PESTLE Analysis*, s.l.: PESTLE ANALYSIS.

Quang Hung Do, T. H. A. V., 2020. Understanding consumer satisfaction with railway transportation service: An application of 7Ps marketing mix. *Growing Science*, 10(6), pp. 1341-1350.

Sansanee Sapatthai, N. L. J. T. A. K. C. C. E. I. K. W., 2020. A Stakeholder Analysis Approach for Area Business Continuity Management: A Systematic Review. *Journal of Disaster Research*, pp. 588-598.

Smithson, N., 2022. *Apple Inc. SWOT Analysis & Recommendations*. [Online]
Available at: <http://panmore.com/apple-inc-swot-analysis-recommendations>

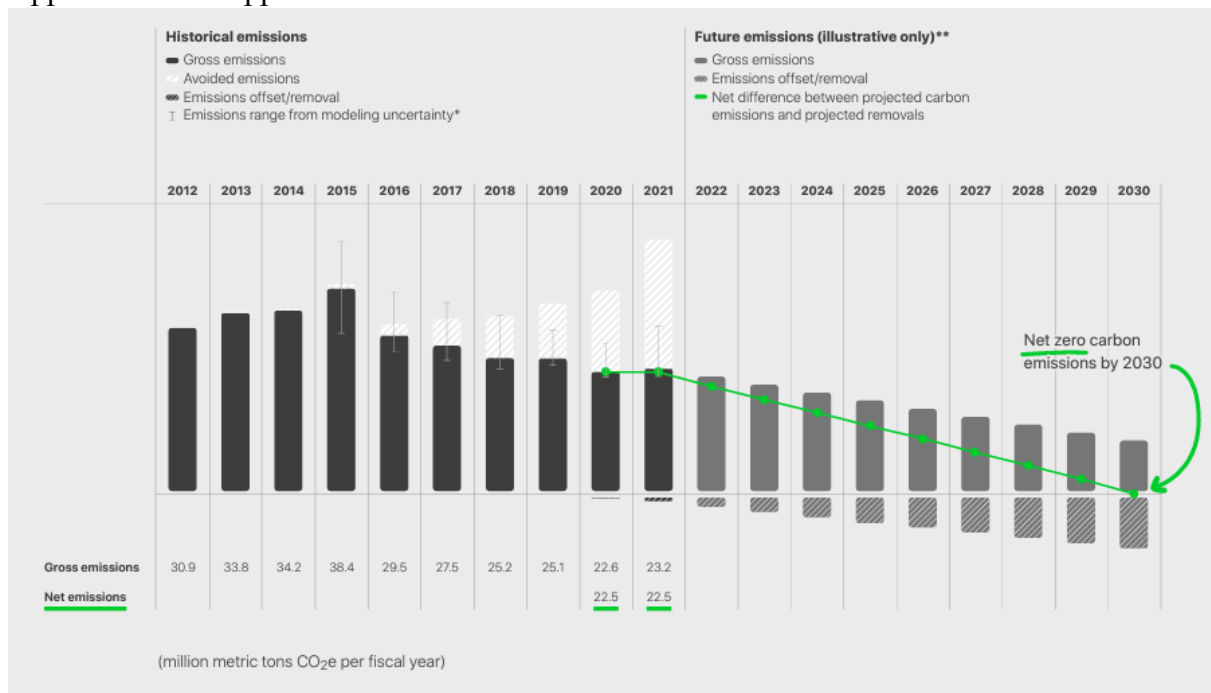
- Swant, M., 2020. *THE WORLD'S MOST VALUABLE BRANDS*, s.l.: Forbes.
- Thompson, A., 2017. *Apple Inc. Stakeholders: A CSR Analysis*, s.l.: Panmore Institute.
- Tien, N. H., 2019. International distribution policy comparative analysis between samsung and apple. *International Journal of Research in Marketing Management and Sales*, 1(2), pp. 24-27.
- UNITED STATES SECURITIES AND EXCHANGE COMMISSION, 2021. *FORM 10-K*. [Online]
Available at: <https://www.sec.gov/Archives/edgar/data/320193/000032019321000105/aapl-20210925.htm>
- Usman Ali Khan, M. N. A. A., 2015. A CRITICAL ANALYSIS OF INTERNAL AND EXTERNAL ENVIRONMENT OF APPLE INC. *International Journal of Economics, Commerce and Management*, 3(6), pp. 955-967.
- Victoriia Kotliar, I. Y., 2018. MARKETING PRINCIPLES OF APPLE CORPORATION. *Ivano-Frankivsk Training and Research Institute of Management TNEU*, pp. 202-205.
- Wang, K., 2020. *Marketing Managing Profitable Customer Relationships*, Singapore: National University of Singapore.
- Xuanyi Chen, Y. L. G., 2021. Apple Inc. Strategic Marketing Analysis and Evaluation. In: *Proceedings of the 2021 3rd International Conference on Economic Management and Cultural Industry (ICEMCI 2021)*. Dordrecht: Atlantis Press, pp. 3053-3061.

Appendices

Appendix No:1: Pestel Analysis



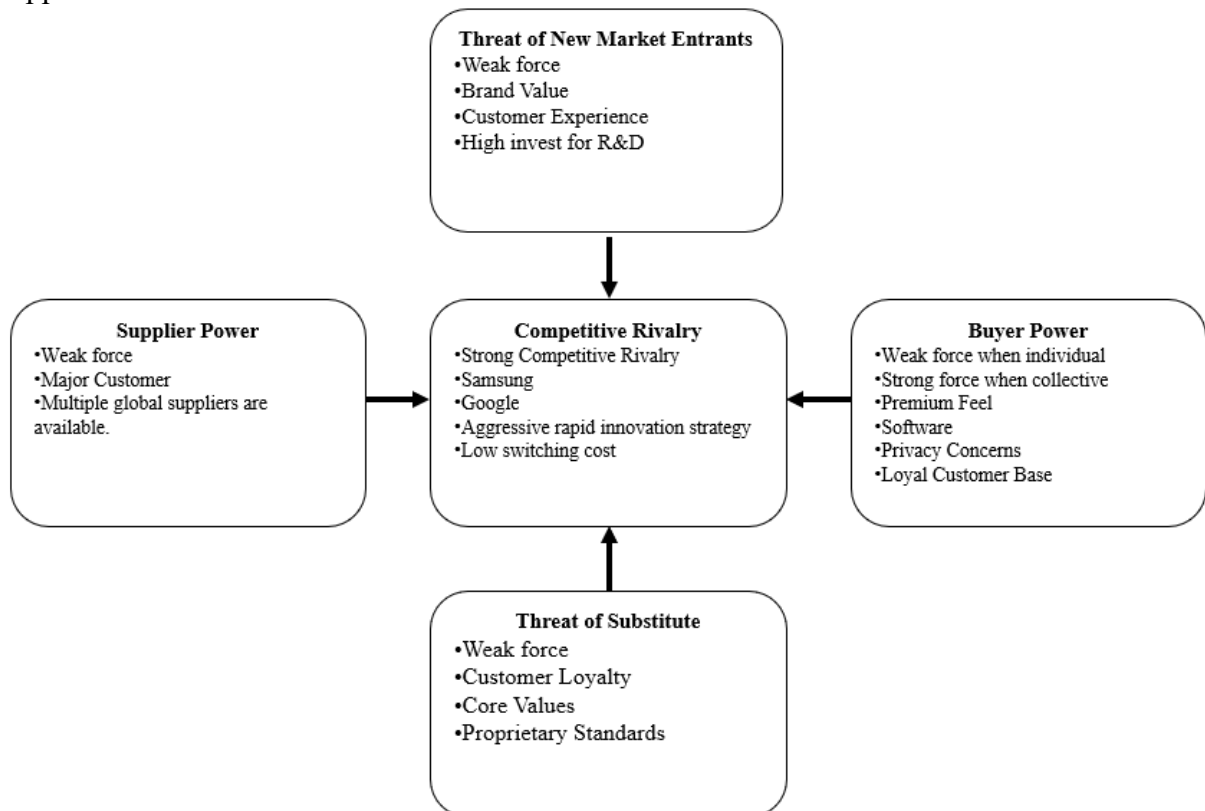
Appendix No:2: Apple Carbon Emissions Chart



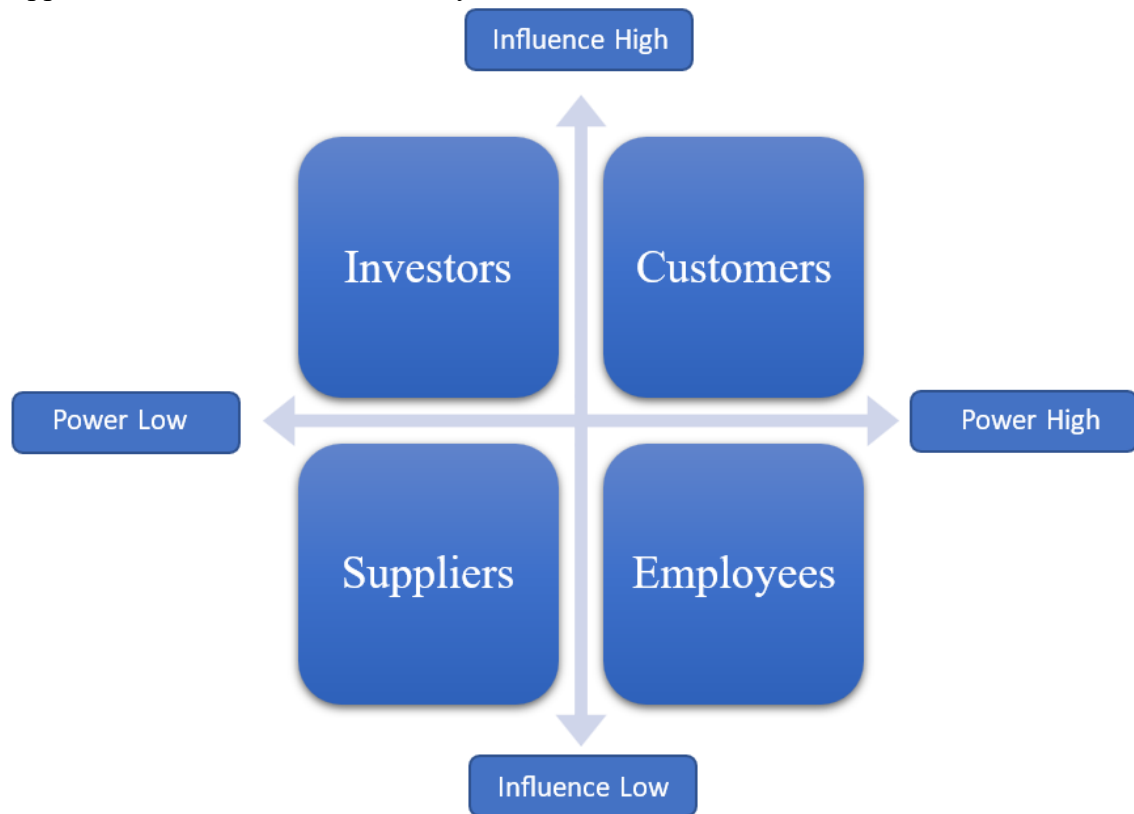
Appendix No:3: Swot Analysis

STRENGTHS (+) 	• High Brand Recognition • Proficient Research & Development • LIAM the recycling robot • Core values 
WEAKNESSES (-) 	• Premium Price Strategy • Incompatible with other software's • Limited advertisement and promotion • Embroiled in multiple class action lawsuits 
OPPORTUNITIES (+) 	• Expansive Distribution Network • Extending AI portfolio • Smart Device Market • Lack of Green Technology 
THREATS (-) 	• Supply Chain Disruption • China Tariffs • Increasing Competition • Backdoor Access 

Appendix No:4: Porters 5 Forces



Appendix No:5: Stake Holder Analysis



Appendix No:6: Apple Target Segmentation

Apple target segment

Type of segmentation	Segmentation criteria	Devices: iPhone, iPad, Mac, iPod	Services: <i>iTunes and the iTunes Store, Mac App Store, iCloud, Apple Pay,</i>	Operating system & software: iOS, OSX, iLife, iWork	Accessories: Apple TV, Apple Watch and related accessories
Geographic	Region	US and international	US and international	US and international	US and international
	Density	Urban	Urban	Urban	Urban
Demographic	Age	18 – 45	18 – 30	20 – 35	20 – 45
	Gender	Males & Females	Males & Females	Males & Females	Males & Females
	Life-cycle stage	Bachelor Stage	Bachelor Stage	Bachelor Stage	Bachelor Stage
		Newly Married Couples	Newly Married Couples	Newly Married Couples	Newly Married Couples
		Full Nest I			Full Nest I
		Full Nest II			Full Nest II
	Income	High earners	High earners	High earners	High earners
	Occupation	Professionals, managers and executives	Students Professionals, managers	Professionals, managers and executives	Professionals, managers
Behavioural	Degree of loyalty	'Hard core loyals'	'Hard core loyals'	'Hard core loyals'	'Hard core loyals'
		'Switchers'	'Switchers'	'Switchers'	'Switchers'
	Benefits sought	Sense of achievement and belonging	Speed of service	Efficiency	Recreation
		Self-expression	Efficiency	Speed of service	Self-expression
		Speed of service, advanced features and capabilities			
	Personality	Determined and ambitious	Determined and ambitious	Determined and ambitious	Determined and ambitious
	User status	Non-users, potential users	Users Non-users, potential users	Users Non-users, potential users	Non-users, potential users
Psychographic	Social class	Middle and upper classes	Middle and upper classes	Middle and upper classes	Upper class
	Lifestyle[2]	Resigned	Aspirer	Aspirer	Aspirer Explorer
		Aspirer	Succeeder	Succeeder	
		Succeeder	Explorer	Explorer	
		Explorer			
	Risk aversion	Risk avoiding	Risk avoiding	Risk avoiding	Risk avoiding
		Risk neutral	Risk neutral	Risk neutral	Risk neutral
			Risk loving		Risk loving

Appendix No:7: Marketing Mix 7 P's Analysis



Appendix No:8: SOSTAC Model Analysis

