



Apple

"Think Different"

FOUNDERS

Steve jobs

- Co-founder & former CEO of the company.
- Founder of NeXT

Steve Wozniak

- Co-founder of the company
- Electronics Engineer, Computer programmer

Ronald Wayne

- Co- founder of the company

WEBSITE



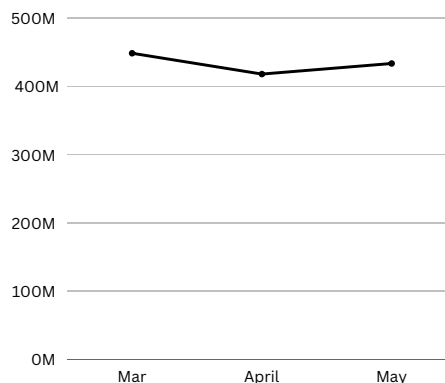
www.apple.com

ABOUT

- It is a global technology company that specializes in **portable electronics, software applications, and internet services.**
- It was founded on **April 1, 1976**, in Los Altos, California, United States.
- **Tim Cook** is the Current CEO of the company.
- It is the **fourth-largest** personal computer vendor by unit sales.
- It is the **largest information technology** company by revenue.

ANALYTICS

• Website Traffic



• Website Ranking

- Global Rank: 89
- Country Rank (US): 79
- Category Rank (consumer electronics): 1

source: similarweb.com

BUSINESS MODEL

- The business model of the company can be divided into 2 parts.

➤ **Products-** iPhone, iPad, Mac, Apple Watch, AirPods, etc are some of the examples

➤ **Services-** AppleCare+, Digital Content Stores and Streaming Services, the AppleCare Protection Plan, Apple's Cloud Services, Licensing, and other services like Apple Arcade™, Apple News+, Apple Card™, and Apple Pay, a cashless payment service, are all part of the services business.

MILESTONES

- 1976- First product launched. It was just a fully assembled motherboard, with about 60 chips.
⋮
- 1984- **Macintosh**, a Personal computer was launched that transformed the computer industry.
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- 1998- Apple released **iMac** which had a built-in display and colorful design.
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- 2001- Apple launched **iPod**, a portable music player that allowed users to store 1000 songs.
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- 2007- **iPhone** was launched and that set the template for modern smartphones.
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- 2010- Apple released **iPad**, which ran the same touch-based operating system as the iPhone, and all iPhone apps were compatible with the iPad.

MARKETING STRATEGY

➤ Product Strategy:

- It focuses on quality rather than quantity.
- It focuses on the chosen products and continues to enhance them rather than branching into designs to other products within the same category.

➤ Pricing Strategy:

- Apple has built the image of itself as a premium brand
- Its product range includes only higher-end products and they only target people with high affordability.
- Apple never prices lower than its competitors to maintain the image of a premium brand.

➤ Place Strategy:

- Apple products are available almost everywhere across the globe.
- They use both online and offline channels for distribution purposes.
- It also has tie-ups with various corporate resellers who are authorized to sell Apple products.

➤ Promotion Strategy:

- It makes use of both conventional and non-conventional techniques to promote its product.
- They promote their products through advertisements, sales promotions, personal selling, and public relations.