

Apple inc. in 2010 case study example

[Business](#), [Company](#)



1) What, historically, have been Apple's competitive advantages?

Historically, Apple's competitive advantage has been its innovation and superior research and design. Through this Apple has been able to design user-friendly products that produce raving fans. Its history of innovation has produced products which competitors find difficult to copy.

2) Analyze the personal computer industry, Are the dynamics favorable or problematic for Apple?

3) How sustainable is Apple's competitive position in PCs?

Apple's position in the PC industry is strong considering it serves a specific niche of computer professionals. It will be able to retain its position if it keeps on bringing on innovative products and ideas like its retail strategy.

4) How sustainable is Apple's competitive position in MP3 players?

Apple's position in the MP3 players market is sustainable because of the iPod. The iPod has disrupted the MP3 player market because of its sleek design and features. However, as the sale of iPod is decreasing, it needs to bring in some innovation in the product to retain its competitive position.

5) How do you assess Apple's competitive position in smartphones?

Apple's position in the smart phone industry is unpredictable as it faces huge competition from other smartphone platforms, especially from existing players like RIM, and Symbian platforms. Android is also a pertinent threat. As Android is open-source, manufacturers and developers find it easy to build an app on it or customize it for their needs.

6) What are the prospects for the iPad?

iPad is a new product, something between a smartphone and a laptop. Although previous attempts have failed, but given Apple's marketing

acumen, the iPad could become a success. The key would be to advertise its usage to the target market, as to how the product will be used in everyday life.