Dmadv is a six sigma framework that foc essay

The user interface is built around the device's multi- touch screen, including a virtual keyboard.

The phone has Wi-If and can innocent to many cellular networks, including SHIRT and GAPS , EDGE, NUTS and EVE-DO (shown as G) and LET. DEFINE Objectives and goals : * Continuously maintain and grow market share in both the consumer and business market. Expect to hold 10% market share by January 2013. * Effectively lure consumers of the Apple phone to other Apple products and services through promotions and other marketing efforts.

Have 40% of current phone consumers to also consume at least one other Apple product or service. * Use distribution channels efficiently to increase sales by at least 150% MEASURE Conducting effective market research to gauge market trends and product success is vital to our success.

We will focus our market research on the end users and further break that down into different segments. These segments will focus on business users, students, educators, medical personnel, and others. We will also conduct market research focusing on varying demographics such as age, location, and salary level.

We will utilize social media, internet surveys, phone surveys, as well as focus groups to conduct this research.

This will allow us to focus promotional efforts on different segments that are seeking different functionality from the phone. Additionally, this will allow us to find ways to improve the functionality of the phone and truly gauge what the most important aspects of the phone are for the varying end users. In

order to encourage the participation in these surveys we will make special promotions available to those who participate.

Opportunities to win gift certificates and test new prod cuts will also be incentives to encourage participation. Competition in the smart phone market is continuing to increase and offer similar products in terms of touch screen, computing power, and functionality.

The Android operating system, produced by Google, is the main competition that the Apple phone faces. A variety of phone producers from ETC, Motorola, Samsung, and others produce the smart phones that utilize the Android operating system. Android increased its market share to 43 percent, up from 39 percent in the second quarter. Apple's ISO remained flat at 28 percent; Research in Motion's BlackBerry decreased to 18 percent from 20 percent during the quarter, while Microsoft's Windows Phone and Windows Mobile platforms slid to 7 percent from 9 percent. Combined in the " other" category, Ionians Simian SO and Hap's web's are found in 4 percent of U. S.

smartness. " ANALYZE Promotional efforts will have certain focus for annual or cyclical events.

Holiday specials, culturally sensitive dates, back to school, new product release, and other specific promotions will be used to increase reach. The Apple phone will be made readily available to the consumer.

The product will be available for purchase from the Apple online website, third-party online retailers, major electronics retailers, Apple brick and

mortar stores, and cellular provider stores. Apple phone will be carefully and tastefully packaged with detailed instructions on how to use the product.

Special edition phones may be released in the future based on market trends. Product Offering: * Apple phone: The phone will be upgraded yearly to ensure that it is current and competitive in the smart phone market.

The phone will include photo and video capabilities, voice control, Wi-If capability, GASP capability, and access to the Apple Application Store. * Apple cloud: The cloud will work in conjunction with the Apple phone to allow the syncing and backing up of ATA remotely.