

Market research of phone cases (iphone) and evidencing demand for this product

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Market research of phone cases (Iphone) and evidencing demand for this product Iphone products have been among manyphone products in the market that have been commanding high market demand in the recent past. Its prominence in the market has been primarily due to its good features and quality that customers or users find interesting and efficient to use. The growing prominence of Iphone products in the market as it has been established is partly due to the high market demand that it has experienced in the past (Maha, 2013).

The demand of a product in the market is particularly associated with the quality of features or services that such a product offer. For instance, Iphones have been strong and efficient in the services they offer. This has been profoundly instrumental because customers always prefer products that are strong, durable and most importantly efficient in offering its intended services. For years, Iphones have been outstanding in their market performance as the company's innovativeness has been its great tool (Diamantopoulos 2004). Different models of iPhones have evolved systematically with the quality being improved successively. In order to shield off stiff competition in the market the apple company has benefitted from the creativity, innovation and enterprising nature of its business model. The improvement of iPhone products has been both significant and a challenge in as far as the business environment is concerned. Some of the successive products end up finding resistance and low market reception. This is part of the business challenges but the Company must ensure that it remains relevant in the market not allowing to be overtaken by fierce competitors by improving the new product (Sinha, 2013).

Despite the initial success and high market demand of iPhones in the market, challenges have crippled in as well. In the most recent past iPhone 5C model experienced an unsuccessful entry into the market. The demand of the Smartphone was significantly low, which led loss of profits and affected the product and the company's profile in the market. This led to the reduction of its daily production with almost 50% (Sinha, 2013). Most of the iPhone 5C manufacturers admitted receiving orders to cut down daily rate of the product production. For instance, Pegatron reported instructions to cut the manufacturing of iPhone 5C by almost 75%. This resulted in the production of 80, 000 units on weekly basis from 320, 000 units initially (Sinha, 2013). In general, the production of iPhone 5C reduced hugely and the company suffered huge profit and financial losses. In fact, there were speculations of the model close down as it performed poorly in the market (Abbott, 2003).

Competition is one of the factors that have also greatly affected the performance of iPhones in the market. For instance, the Company has had to fight with Samsung in as far as product patents are concerned. Samsung was accused of producing products that directly took after the iPhone models (Diamantopoulos 2004). This saw the demand for the iPhone product go significantly down as the Samsung products were more improved than the iPhone. Samsung has had to fight legal suits for the infringements of the intellectual property rights as sued by iPhone. Despite winning some of the suits, the demand for iPhone products has been affected as the Samsung competition has proved too injurious for the performance of iPhones. The company has had to discontinue some of its iPhone models such as iPhone

4s (Sinha, 2013).

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