

Apple critical essay

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



The Production Concept

The production concept holds that consumers will favor products that are available and highly affordable, and that management should therefore focus on improving production and distribution efficiency. This concept is one of the oldest philosophies that guide sellers. The production concept is a useful philosophy in two types of situation. The first occurs when the demand for a product exceeds the supply.

Here, management should look for ways to increase production. The second situation occurs when the product's cost is too high and improved productivity is needed to bring it down.

The Product Concept

The product concept holds that consumers will favor products that offer the most quality, performance and innovative features, and that an organization should thus devote energy to making continuous product improvements. Some manufacturers believe that if they can build a better mousetrap, the world will beat a path to their door. .

The Selling Concept

The selling concept holds that consumers will not buy enough of the organization's products unless it undertakes a large-scale selling and promotion effort. The concept is typically practiced with unsought goods - those that buyers do not normally think of buying, such as encyclopedias and funeral plots. These industries must be good at tracking down prospects and convincing them of product benefits. The selling concept is also practiced in the non-profit area.

A political party, for example, will vigorously sell its candidate to voters as a fantastic person for the job. The candidate works hard at selling him or herself - shaking hands, kissing babies, meeting donors and making speeches. Much money also has to be spent on radio and television advertising, posters and mailings.

Marketing Concept

The marketing concept holds that achieving organizational goals depends on determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors do.

Surprisingly, this concept is a relatively recent business philosophy. The marketing concept takes an outside-in perspective. It starts with a well-defined market, focuses on customer needs, co-ordinates all the marketing activities affecting customers and makes profits by creating long-term customer relationships based on customer value and satisfaction. Under the marketing concept, companies produce what the consumer wants, thereby satisfying the consumer and making profits. .

Societal Marketing Concept

The societal marketing concept holds that the organization should determine the needs, wants and interests of target markets. It should then deliver the desired satisfactions more effectively and efficiently than competitors in a way that maintains or improves the consumer's and the society's well being. The societal marketing concept is the newest of the five marketing management philosophies.

Which orientation do you believe Apple follows when marketing products such as the iPhone and iPad? For most, safest answer will be, " The Apple Company follows all the marketing orientations, and that's what made them very successful. " That somehow is true. But particularly speaking, I believe that the Apple Company focuses more on, The Marketing Concept, producing a very innovative, efficient, worthy, and consumer-satisfying product- such as the iPhone and iPad.

The price of an Apple product may not be very affordable to everyone, but for whatever price you invest to an Apple product, it's worth the value. Even though the products don't go through a lot of promotions and special prices, people sold out Apple products, and most of the time, the company leaves the people asking for more. Apple knows which products to produce, and most especially what will make its' competitors anxious and disturbed. Apple is with no doubt a big competition in the global industry.