

# Evaluation of product; apple's macbook pro

Linguistics, English



Evaluation of Product: Apples MacBook Pro Driven by creativity, innovativeness, and technological advancement, Apple, Inc. has become one of the most competitive global companies of the contemporary times. The company accounts for product quality and pricing by assessing its market share and consequent customer base. Individual and corporate consumers continue to enjoy high quality and affordable Apple products across the globe. Among the various products by Apple, MacBook Pro has taken a special position in and out of the company. In the company, a significant revenue share is attributed to this product. On the other hand, outside the manufacturer environment, MacBook Pro is a fast moving product in the market.

Consumer Reports ranks MacBook Pro as one of the best laptop computers in the market and a quickly moving product by consumer choice (Rawson). The evaluation of this product in terms of market and consumer setting involves three factors: the users of the product, the environment within which the product is found, and the product itself in terms of satisfying consumer tastes and preferences. The manufacturer-consumer factors and interactions give critical insights into the product in question.

The product is designed to suit the end user without difficulty. Although Apple utilizes sophisticated technologies in designing and manufacturing unique and high quality for the market, end user strategies are also implemented. Simplicity in terms of usability and sophistication in terms of manufacturer and functionality are the drives of MacBook Pro. The pricing of the product takes into account the cost of production and the fact that Apple operates on a profit motive. However, due to the utilization of strategic

resources and high-tech production processes, the product has affordable prices when it reaches the market (Stanton 147).

Locally, regionally, and internationally, the environment within which the product is offered is a competitive one. For this reason, competition becomes vital for successful operations and market performance. The marketing strategies employed by Apple for MacBook Pro seek to address consumer needs. What makes this process different from many other rival firms is the follow-up and consumer feedback programs that Apple runs. The company designs and manufactures products with integrated consumer-based features.

The product itself is crucial in the entire evaluation process. MacBook Pro's ranking against other substitutable products is crucial in accounting for the realized product trends in the various markets where the product is offered. Consumer Reports, for example, contributes to the placement of the product in the market. For instance, the ranking of consumer products according to consumer choice and preferences complements the company's efforts to market the product as an outstanding one among similar products (Rawson). The design and use of MacBook Pro outperforms many other laptop computers in the market. Apple's goodwill in the market has further exacerbated this process. The company's profile over time has created a product portfolio that seems unlikely to be broken by rival firms.

#### Works Cited

Rawson, Chris. "MacBooks get highest score in all Consumer Reports categories". Consumer Reports. 25 May 2011. Web. 16 June 2012.

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Stanton, Neville (ed.). Human factors in consumer products. New York: Taylor & Francis, 2011.

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