

# Business research individual work 1 week 3

[Business](#)



Identifying a Business Problem of the Apple Company Identifying a Business Problem of the Apple Company From the article offering Apple's SWOT analysis, which is available in the business complete database, it becomes evident that the Apple Company has some business situations that can be solved using research. In the opportunities described for Apple, it becomes evident that the company can exploit emerging nations as a flourishing opportunity for its products. Evidently, the Apple Company has focused on the developed world as the main market segment for its products. This is because of the price implications for Apple products. If Apple is to venture into the developing world, it will require new strategies by ensuring that its products register higher sales. In order to establish such strategies, the company can carry out research on the economic environment of the emerging nations (Apple Inc. SWOT Analysis, 2014). For example, Asian emerging economies such as India may form a lucrative market for Apple products. However, a rigorous research is needed to identify the factors defining the business market in such economies.

Business research can solve Apple's problem of venturing into emerging nations as it has the capacity to provide specific information regarding the emerging markets. For example, research can provide relevant information on the pricing strategies that Apple should rely on if it is to penetrate such markets. Moreover, research will help the Apple Company identify potential barriers that it may face as it penetrates the new markets and give it an advantage to develop strategies for addressing the challenges it may face (Zikmund, 2013).

#### Components of a Research Proposal

A research proposal has several components which are considered as <https://assignbuster.com/business-research-individual-work-1-week-3/>

important. The first component is the statement of the problem whereby the researcher describes the context of the research topic and describes the research question that will be addressed. The second component involves a review of the available literature. In developing a literature review, the researcher considers both relevant and recent sources related to the research topic. The third component is the statement of the hypothesis. Evidently, each research project has a set of hypotheses that it seeks to either accept or reject depending on the findings of the research (Zikmund, 2013). The fourth component is a description of the methodology to be used in the research. This involves presenting details of the sample size, the proposed sampling technique, and the instruments to be used in the research. Under methodology, the researcher also describes the research design in details and presents all the procedures that will define the proposed study. The final component of the research proposal is the proposed data analysis technique. In this section, the researcher presents details of the data analysis procedure that will be followed in the research (Denscombe, 2012).

#### Brief Research Proposal of the Apple Company Venturing into New Markets

##### Statement of the problem

The apple company needs to understand the business environment in emerging nations in a bid to exploit the opportunity in such nations.

Therefore, it seeks to establish the potential opportunities and challenges it may face.

##### Literature Review

In this section, the research will consider the available literature concerning emerging nations such as India and the factors that affect business in such

nations.

#### Statement of the Hypothesis

A potential hypothesis would be:

The Apple Company will meet more opportunities in emerging nations such as India than the challenges it will address.

#### Methodology

An appropriate methodology for such a research would be a case study analysis of the chosen nation.

#### Data Analysis

Data analysis would involve the interpretation of the findings obtained in the case study analysis.

#### References

Apple Inc. SWOT Analysis. (2014). Apple, Inc. SWOT Analysis, 1-10.

Denscombe, M. (2012). Research Proposals : A Practical Guide. Maidenhead: Open University Press.

Zikmund, W. G. (2013). Business research methods. Mason, OH: South-Western.