

Apple inc is a
multinational
corporation marketing
essay



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Introduction

Apple Inc. is a multinational corporation that designs and markets consumer electronics, computer software, and personal computers. The company is best-known for the Macintosh line of computers, the iPod, the iPhone and the iPad. It has retail stores all round the world[update] and also online store, a distinct feature, where hardware and software products are sold.

[update]Apple is one of the largest companies in the world and the most valuable technology company in the world. Apple has established a unique reputation in the consumer electronics industry. It was established on April 1, 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne. The Apple I was the first product of the company. After that it introduced many products such as Macintosh, Apple Lisa, Apple II which proved to be great success, though not without many ups and down. The Newton was Apple's first foray into the PDA markets, as well as one of the first in the industry. This paved the way for Apple's own iPhone and iPad in the future. With an aim to establish itself in the professional market, Apple introduced its first laptop named Macbook in 2006. Apple introduced a large screen, tablet-like media device known as the iPad in 2010. Apple released the fourth generation iPhone, which introduced video calling, multitasking, and a new uninsulated stainless steel design, which acts as the phone's antenna.

Products introduced by Apple :

Mac and accessories

This includes Mac mini, a consumer sub-desktop computer, iMac, Mac Pro desktop computers. It introduced a variety of notebooks such as Mac Book,

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Mac Book Air, and Mac Book Pro. Apple also sells a variety of computer accessories for Mac computers including the AirPort wireless networking products, Time Capsule, Wireless Keyboard, the Apple Battery Charger and the Apple USB Modem.

IPad

Apple introduced their much-anticipated media tablet the iPad. Its features include multi-touch interaction with multimedia formats including newspapers, magazines, e-books, textbooks, photos, movies, TV shows videos, music, word processing documents, spreadsheets, video games, and most existing iPhone apps. It also provides for internet browsing, as well as access to the App Store, iTunes Library, iBook Store, contacts, and notepad. Modern features such as Wi-Fi and optional 3G service are also present. Recently, Apple introduced an updated iPad model which had a faster processor and two cameras on the front and back respectively known as iPad 2.

IPod

Apple's iPod collection includes the iPod Shuffle, iPod Nano, iPod Classic, and iPod Touch. In 2001, Apple had introduced the iPod digital music player. iPod Classic and iPod Nano, are portable media players available in 8 and 16 gb models. iPod Shuffle, is a digital audio player available in 2 and 4 GB models whereas iPod Touch, is a portable media player available in 8, 32, and 64 GB models. The latest generation of these iPod includes features such as the Apple A4 processor and cameras on the front and back.

IPhone

The iPhone is a combination of an Internet-enabled Smartphone and iPod. Its features includes web-based and Dashboard apps such as Google Maps and Weather, Bluetooth, and Wi-Fi. One of the biggest products of Apple was iPhone 4. The phone includes an all-new design, 960×640 displays, Apple's A4 processor used in the iPad, a gyroscope for enhanced gaming, 5MP camera with LED flash, front-facing VGA camera and Face Time video calling.

Apple TV

The Apple TV, is a set-top video device intended to bridge the sale of content from iTunes with high-definition televisions. Initially with a memory capacity of 40 gb, it is now available with up to 160 gb memory space. Apple with the introduction of Apple TV has added another device to its portfolio that runs on its A4 processor along with the iPad and the iPhone. Its features include access to the iTunes Store to rent movies and TV shows streaming from internet video sources.

Software

Apple has developed its own operating system to run on such as Macs, Mac OS X, with continuous upgradation of them. Much of the software developed by Apple have been in collaboration with its computers. An example of this is the consumer-oriented iLife software package that bundles iDVD, iMovie, iPhoto, iTunes, Garage Band, and iWeb. Apple also offers a range of professional software titles such as Mac OS X Server; Apple Remote Desktop, Web application server and so on.

Description of the product or service including its features and benefits.

The iPad 2 is the second generation of the iPad series which is a tablet computer designed, developed and marketed by Apple Inc. It is primarily built to be a platform for audio-visual media including books, periodicals, movies, music, games and web content. Available with black or white bezels designs, the Foxconn-manufactured iPad 2 has a lithium-polymer battery that lasts up to 10 hours. It also has a new dual core Apple A5 processor and VGA front-facing and 720p rear-facing cameras designed for FaceTime video calling.

The iPad 2 includes a new A5 processor and front and rear cameras. Several components which were earlier used to build the iPad were made smaller to fit the iPad2. The iPad can play audio in mono using it's built in speaker, or if connected to the Apple Digital AV Adapter, it can output Dolby Digital 5. 1 stereo surround sound. Its frequency response ranges from 20 Hz to 20,000 Hz. There are four physical switches on the iPad 2, including a home button near the display that returns the user to the main menu, and three plastic physical switches on the sides: wake/sleep and volume up/down, plus a third which, for either screen rotation lock or mute. It is to be mentioned that the home button on the iPad 2 is "easier to double tap" than the previous generation of the iPad. The iPad 2's screen is thinner, lighter, and yet stronger than the original iPad's screen. The iPad has a 25 watt-hour rechargeable lithium-polymer battery that lasts 10 hours, like the original iPad. It is charged via USB or included 10-watt, 2-amp power adapter. The battery is 2.5 mm thick, 59% smaller than the original and has three cells

instead of two cells. The improvements allowed the injection-molded plastic support frame to be omitted. Owing to the power emitted and consumed by the device, charging through traditional 5 watt USB ports found on PCs is not possible.

The new tablet adds front- and rear-facing cameras, which allow Face Time video calls with the iPhone 4, fourth-generation iPod Touch and Macintosh computers. The 0.3MP front camera shoots VGA-quality 30 frames per second video and VGA-quality still photos. The 0.7MP back camera can shoot 720p HD video at 30 fps and has a 5x digital zoom. Mutually shoot photo and video in a 4:3 full screen aspect ratio, unlike the iPhone 4, which shoots in a 16:9 widescreen aspect ratio. The iPad 2 added a dual core Apple A5 processor that Apple asserts doubles processing speed and has graphics processing that is up to nine times quicker than the previous iPad. The iPad 2 offers CDMA2000 support for customers using the device on a CDMA network or GSM/UMTS support for customers using the device on a GSM/UTMS network. The device is 33% thinner than the original iPad, is also thinner than the iPhone 4 by 0.5mm and 15% lighter than the original iPad. The Smart Cover is an accessory just for the iPad 2, and was unveiled at the iPad 2 event by Apple Inc. CEO Steve Jobs. It attaches magnetically to the side of the device and covers the front. The Smart Cover has three folds, dividing the case into four portions, so it can be maneuvered to create a stand for the tablet. This can be either used to prop the iPad up in a position suitable for typing, or in an upright position for watching video and video calling over FaceTime.

Apple introduced the new Apple Digital AV Adapter that mirrors video output. This Adapter allows the user to mirror anything on the iPad 2's screen to a HDTV or any other HDMI-compatible display, in up to 1080p. The iPad 2 comes with several applications, including Safari, Mail, Photos, Video, YouTube, iPod, iTunes, App Store, iBooks, Maps, Notes, Calendar, Contacts, Camera, Photo Booth, and Spotlight Search. Several are enhanced versions of applications developed for the iPhone, or of applications for the Mac. The iPad 2 syncs with iTunes on a Mac or Windows PC. Apple ported its iWork suite from the Mac to the iPad, and sells pared down versions of Pages, Numbers, and Keynote apps in the App Store. Apple also ported Photo Booth, and two iLife applications, iMovie and Garage band. Although the iPad 2 is not designed to replace a mobile phone, a user can use a wired headset or the built-in speaker and microphone and place phone calls over Wi-Fi or 3G using a VoIP application. The iPad has lots of third party applications available for it, there were 65, 000 iPad specific apps on the App Store. The special features of iPad 2 can be concluded as it will have a smoother back and one will be able to hold it much easier and it won't slip out of the hands as easy. This is great since the current iPad tends to get painful after awhile of holding it and also since a flatter back would mean it could sit more places without " sliding" around as easy. One can Use More Accessories i. e. iPad 2 will have a USB port it means one can add more accessories to iPad. So with iPad 2 and a USB port one could add all kinds of great things that may not even be real yet. Web Conferencing will be another feature i. e with iPad 2 one will have a front-facing camera that opens up a complete new world for business users of the iPad. One can Choose Carriers i. e. iPad 2 is supposed to have various chips in it that would work on not just AT&T but on Verizon <https://assignbuster.com/apple-inc-is-a-multinational-corporation-marketing-essay/>

and others' networks as well. It would Run Better Apps i. e. iPad 2 will be one of the first to have a dual-core processor that is it will be able to handle superior and more functional apps that what we have seen currently. It will have Video/Photo Editing feature too. And the last not the least is the Read Easier feature i. e. iPad 2 will have new screen technology that is better with glare.

Rationale for selecting this product or service.

In today's world people want to be up-to-date in every field. Technology has played a greater part in it. The iPad 2 by Apple is one such example of the developing technology. It can be used for audio-visual media including books, periodicals, movies, music, games and web content. It can be used for many other purposes too. Watching movies, playing games, listening music, accessing internet are now a part of daily routine. People fascinate them when they have some sort of free time. The present generation wants to get the things with just a click of a finger. iPad is a great help to them. Its features attract a huge amount of people. Its demand has been increasing with the days. There has always been a tremendous wave of positive news about iPad and the success of Apple iPad has been amazing. Recent analysis reports reveal that Apple is selling more iPads than Apple Macs every day. The level of sales of the iPad has gone up and the pattern of increasing demand is going to continue. Apple iPad is successful in achieving its target. The reason for selecting this product is its demand which is everlasting. More and more people are planning to get the product for themselves. It is also the number one product to be marketed in the foreign market.

Background on the selected foreign country market.

. International marketing is the process where a company focuses its portfolio of products towards the end user in another country. Hence, it is believed by experts that the key to success in the international market, be it for large MNCs or small entrepreneurial ventures is the ability to adapt, manage, and coordinate an intelligent plan in an unknown environment. Businesses choose to penetrate the foreign markets for many a good reasons. Sometimes, it so happens, that companies penetrate the international market because of unprecedented orders from consumers. Many others, meanwhile, seek to establish a business to absorb overhead costs at home, diversify their corporate holdings, take advantage of domestic or international political or economic changes, or tap into new or growing markets. One should always remember that all over the world there are still many consumers with wealth ready to spend. Not paying attention to such untapped markets is as good as desolating the existing one. Over the last few years the Indian Market Scenario has undergone phenomenal changes. The economy of the country also gets affected positively, which in fact has led to high standard of living, high per capita income and other aspects of economic development. The liberalization policies undertaken by the Indian government in the 1990s was possibly the reason for growth of the Indian market scenario. Due to the liberalization policies, foreign companies started coming in, there was a general rise in the demand and supply chains and it led to an rise in the markets. Currently in India, the national economy and marketplace are undergoing rapid changes and transformation. There are plenty of reasons for these changes. One of the main reasons is Globalization, and the subsequent and resulting explosive

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growth of global trade and the international competition. The other reason for these changes in the Indian Market Scenario is the technological change. This is important because competition is leaving a very narrow scope for profit these days. In the Indian Marketing Scenario, the success is usually achieved by the ones who are ready for any environmental changes. Those companies that can convey what the people want and can enchant the Indian customers are the market leaders. Today survival of the fittest is the law and in India this holds very true attributing to its ever-changing market scenario. It is to confine the Indian market, that the Indian and the Multi National Companies are using all of their resources and connections. The Indian market is no longer a seller's market. The one who wins is the one who provides value for money. Big companies have huge idle capacities, as they have wrongly calculated the market size and installed huge capacities. This has added contribution to transforming the Indian market into a buyer's market. The Indian market is still booming and attracting many MNCs because of the same reasons.

Rationales for introducing the product or service into the selected foreign country market

Apple Company is going to launch its product iPad 2 which is a beautiful piece of tablet computer with slight bigger size than laptops and personal digital assistants. Apple has broken its jinx of considering Indian market as dumping ground with launch of iPad 2. The new iPad 2 versions is very advanced in all aspects considering the hardware, designs and technical specifications are also modified to extreme best with function and applications. Demand for the next generation iPad 2 has been amazing in the

Indian market. The growing trend for the product is everlasting in the Indian market. Indian market is a developing market which is gaining a lot of fame these days. The company will gain a lot of profit from the sale of its product from the Indian market.

Environmental analysis

A business does not function alone in the environment. It has to act and react to various situations that happens outside the factory and office walls. The factors that happen outside the business are known as external factors or influences. The external factors affect the main internal functions of the business and possibly the objectives of the business and its strategies. Although the main factor that affects most business is the degree of competition but there are many other factors that can affect the business. They are Social Factors which includes how consumers, households and communities behave and their beliefs, the Legal factors i. e in which way the legislation in society affects the business, the Economic Factor i. e. how the economy affects a business in terms of taxation, government spending, general demand, interest rates, exchange rates etc, the Political factor i. e how changes in government policy might affect the business, the Technological factor i. e how the rapid pace of change in production processes and product innovation affect a business and the last is the Ethical factor which is what is regarded as morally right or wrong for a business to do. Markets are changing all the time with the change in these factors.

Economic and trade environment

The economic environment of business is affected by internal and external factors. An internal factor that affects the business environment is the cost of labor, materials, processes and procedures. Internal factors can be improved through company projects. On the other hand, external factors can also affect a company's business environment and the business has less control over these factors. The primary influences on a business are: political, economical, social and technological. Those Economic factors which have their affect on the working of the business is known as economic environment which includes system, policies and nature of an economy, trade cycles, economic resources, level of income, distribution of income and wealth etc. Economic environment is very dynamic and complex in nature which keeps on changing from time to time with the changes in an economy. It has five main components i. e. Economic Conditions, Economic System, Economic Policies, International Economic Environment and Economic Legislations. The trade environment is another factor affecting the business. Apple Company faces all such problems but has always proved itself to be the best among all.

Political and legal environment

The Political and legal environmental factors are mainly concerned with a country's government and its political and law-making involvement. Marketing decisions of a company are strongly affected by developments in the political environment. The political environment also affects the economic environment of the business. The legal factors also play an equal role. Legislators at the local, state and federal levels may provide incentives or tax breaks to companies or they can impose regulations that restrict business transactions which would create problems in the development of the business. Government action on any increase or decrease on tax, trend points like inflation, crude oil price hike, RBI policy like CRR are example of political factors that affect the business. The apple company also faces such challenges in the foreign market. It has many strategies and plans to act smartly in such situations.

Socio-cultural environment

The factors under socio-cultural are language, aesthetics, education, religion & superstitions, attitudes, values, material culture, technology, social groups & organizations, business custom practice. The social factors that affect the economic environment of a business are the cultural influences of the time. The socio-cultural environment of the Indian market has many facets out of which are the atmospherics of the store. The customers will respond positively if their cultural values are respected by the business and thus revenue will increase. The Apple company faces many challenges in the Indian market relating to attitudes, values, culture, religion, education and many other factors the company tries its best to overcome all these implications.

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Conclusion

There are even some technological factors that affect the Indian market. Innovation and technology are the technological factors that affect the business environment of the India. A business is forced to keep pace as technology advances and those which do not keep up with technology, the risk increases. If the company's cost to produce a product or service outpaces competitors, the company may soon find itself out of business. Apple Company also faces the technological environment and tries their best to be better than the competitors.