

# Apple

Business



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Question Hp enjoys China's economic growing rate. The increasing economy of China, where the company has a base, accelerates the company's growth. The company expands into the Chinese market allowing them a competitive advantage.

The company's brand reputation is quite an advantage. Hp is a leading pc manufacturer, and it enjoys more than 15% of the world's market share. The company, over the years, uses a technique that enables it to produce different products other than the PCs.

Apple on the other hand, enjoys customer support. The reason for a constant customer loyalty is their closed ecosystem. This is a unique technique to apple. It contains a wide range of products that welcomes support from many customers who purchase them. The company is a leading innovator of mobile devices. It enjoys most profits from the sale of mobile technology than other companies. The retail stores ensure a strong customer relationship with the company. High pricing of commodities differentiate it with the prices at Hp. While Hp specializes in manufacture of PCs, apple switched and concentrated on producing mobile devices.

#### Question #2

Apple enjoys a cost strategy to remain and sustain the market. Their products have a unique technology that enjoys the market share. Despite the high pricing that rocks the market, still the company registers large number of sales. The customers believe that the products are of high quality because of the company's reputation. This technique puts the company as the second most valued brand in the whole world. Despite the high competition that is in the technology business, apple still uses high pricing as strategy that enables them remain relevant in the market.

Work Cited

Yoffie, David . " Apple Inc. in 2010." Harvard Business School 21 March 2011.

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