

# Swot analysis: iphone and apple as apple inc's view

Business



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Storage. Threat of Substitutes Very often, after using a particular product consistently, consumers will tend to switch to other alternatives, creating a reduction in the demand for such products. This is called substitution. For Cold Storage, substitution can be considered a threat as the company is often compared to similar supermarket chains, best illustrated with the fast and rising emergence of newer supermarket chains [such as Cheers, 7-eleven] offering new styles and trends of marketing.

Such new supermarkets chains can offer lower prices and similar or even better performance of their goods and items.

They pose a threat to Cold Storage by potentially being able to snatch away a big portion of the consumer base and market volume, and thus can decrease the sales volume of Cold Storage. Competitive Rivalry within the Industry Besides Cold Storage, the supermarket industry has seen the emergence, growth and dominance of some competitive retailers. They come with bigger operating area, focus heavily on the needs and wants of consumers, and they can also offer similar, with a wide variety of goods, products and services.

These types of intense competitive rivalry are now very prominent in the supermarket industry.

It is often considered that there are now too many of such supermarket chains, compared with a relatively small number of consumers, and their concentrated purchasing power. In order to compete, Cold Storage management will need to do a lot of research in obtaining information on their customers, so that they can communicate better to their customers.

Nowadays customers are also getting demanding and very sensitive to their individual needs.

To survive in this highly competitive industry and ever changes to consumer behaviour, Cold Storage may need to refocus on the prices and value of their goods and services, and maybe to enhance in store customer service so as to maintain their stand as a current supermarket chain leader and also to put off the challenge posed by the other current dominant market leaders like Cheers, NTLJC Case Study in Apple By Irbcastillo "Remember the Apple" I. Problem Statement Apple Inc.

is known for their innovative products, combining user-friendly technology and elegant design, Apple's bite of the consumer electronics market has been getting a little larger year by year. The Apple brand is fun, unique, and memorable because it is such a departure from brands that sound serious and corporate. Apple's Macintosh computers has always stood out because it looks different from other personal computers and relies on software that even novices can learn.

iPod backed by music-driven advertising, the player with the white ear buds immediately became the product of choice for many consumers. Newer models such as the iPod Nano and the iPod Touch have continued the tradition of adding new features and updating the styling to make the product even more irresistible to current customers and to new buyers alike.

iPhone, a new combination of mobile phone, iPod, and wireless Internet/e-mail appliance with a large, colourful touch screen for one-finger operation and accessories like the iPod's well known white ear buds.

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Both sales revenues and profits are rising as Apple bites more deeply into the global market for personal computers, mobile phones, digital music players, and other electronics. How Apple Inc. will become the No. 1 technology company in the world? II.

Objectives 1 . To be able to know why the customers choose Apple's product in their own preference of laptops, cellular phone, MP3 player (iPod Nano, iPod and iPhone) and tablets (iPad). 2. To be able to understand the essence of a logo in one's company. 3.

To be able to know what are the possible action of Apple Inc. and come up with a recommendation in order to become the No. 1 company in the world in terms in technology. III. ACA'S 1 .

Apple Inc. should focus on advertising their products in order to grab customers. Pros: Advertising is one of the best options in order that a certain product will be known. In this action, Apple Inc. can indicate the features of their product (iPhone, iPod, iPad, iPhone, and etcetera). And if they can make a good strategy of ads, the company has also a chance to attract a new customer.

Cons: Advertising is costly because they just not limit their ads in TV but also they should enter into radio, magazines, news papers, billboards, and etcetera. Apple Inc. is an international company so they need to have different ads in every country. 2. Apple Inc.

should develop innovative product and discover more possible technology.

Pros: Since Apple Inc. is known for their innovative products, they need to

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discover new market or new set of innovative products so that people will be interested to Apple brand. They also need to develop their products in order to