

# Current\_event\_wk1\_r es351

Business



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iPhone 5 - Business Research XXXXXXXX RES/351 October 16, iPhone 5- Business Research Apple Inc. recently officially released the iPhone 5 on 21st September, 2012 and the sales recorded a landmark history of two million units in the initial twenty four hours of pre-order and five million sales in the first three days of the release. This historical success is because of the business research that was conducted, which enabled Apple Inc. to develop a product that surpassed customers' expectations.

Before the official launch of the iPhone 5, Apple Inc. conducted a business research to establish the areas of weakness of the previous release of iPhone 4S to develop a series that was an improvement of the last one to be released. The company also conducted a business research in the Smartphone industry to establish unexploited features/ characteristics that could give the new series a competitive advantage. Equally, through consumer surveys, the company sort to establish what new or advanced features that the customer expected to get on the new iPhone series.

With all these information, Apple Inc. was able to develop an iPhone series that was slimmer, lighter and with a high-resolution 16: 9 screen ratio. Other additional features include an advanced mobile operating system, customized ARMv7 processor, and support for LTE.

Conclusively, the case study of Apple Inc. in regards to the success of iPhone 5 confirms the significant role played by business research. Through business research, a company is able to develop products and services that will meet customers' expectation and hence offer it a competitive advantage within the market, since according to Pogue (2012) Apple Inc. is currently the world largest Smartphone maker by volume.

References

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Pogue, D. (2012). " The iPhone 5 Scores Well, With a Quibble". The New York Times. New York: The New York Times Company