A shift in the demand curve of iPhone 11

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Author Note

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The essay is based on a CNN’s recent report on increasing demand of iPhone 11. The iPhone released different versions of the new model including iPhone basic, premium, Pro and Pro Max. The graph pattern of increased demand has been explained with related determinants.

# Article summary

The article highlights the increase in demand of iPhone 11 and compare to the previous model, iPhone X. The new model launched has higher similarity to the previous one in specifications. However, the number of orders received for this latest model are considerably higher than the previous iPhone X (Clare, 2019). This can be because the number of people upgrading last year was less as iPhone X was most expensive model yet with fewer innovations. Another reason was ongoing tension with China lowering the sale (Clare, 2019). The highest number of orders have bene put for the iPhone 11 Pro which is a larger-storage version, and for Space Gray and Gold colored models for their aesthetic features.

# Graph pattern observed

The increase in the demand follows the graph pattern below. The graph has shifted upwards with the increasing number of orders or demand. The two determinants ‘size of the market’ and ‘consumer’s taste and preference’ have increased shifting the graph upwards. The number of people wanting to buy the new model has risen causing the upsurge in demand. The other factor causing the shift in demand is consumer’s taste and preference.

**Q**

**P**

P\*

Q\*

**S**

**D**

**D’**

# Recommendations

Based on above observations, it is recommended to:

* Make efforts to reduce the expected shipment delivery times
* Solve tensions with the china

Reducing the shipment times will increase accessibility and popularity of model. To further increase the sales, efforts must be made to solve the tension with China as China is one of the biggest markets for Apple products.

# References

Duffy, Clare. (2019, September 16). Demand for the new iPhone 11 appears to be off to a good start. CNN Business. Retrieved from <https://edition.cnn.com/2019/09/16/tech/iphone-11-sales-demand/index.html>