Discussion

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Discussion

**Apple in China**

Apple is one of the most prestigious technology companies in the world. It is the firm that is associated with smart technology and innovation. This firm has massive outreach, and is trying to expand even more in different counries of the world. In this vein, China is the unique country that has impressive economic growth over the years. Without a shadow of doubt, it is the nation which is most challenge-seeking and passionate.

Apple might think of going into china because of the many reasons. First of all, it is the huge economic growth of china that is very appealing for the technological companies. Chinese economy has opened up since the prudent steps of Den Xiaoping in 1980s. Now, Chinese economy feels good about foreign investors. They do not treat them as outsiders.

Moreover, China is one the most populous country in the world. It has the population of 1.4 bn almost. Like every business firm, Apple is also interested in profits. These profits come easily when there are many people around to enjoy the product and services one is offering (Peng, 2013). There will be more sales and purchases for the Apple products. Many people will be familiarized with the apple technology and the more followers will be attracted to the company.

Furthermore, with the arrival of globalization, world is becoming an economic hub. This twenty-first century world is more attentive towards economy rather than animosity. So, the arrival of apple into chia will bring positive prospects for the two countries as well. Currently, there is a class going on between apple and china which is more ominous for the market of apple (“Apple Hopes Price Cuts Will Reverse Slide in China. But Are They Enough?,” n.d.). However, things can take a god turn if both actors start acting more positively towards each other.

 **References**

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