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**iPhone is a Technology That Brings Nations Together**

**An overview on iPhone "A technology boosting the brand."**

**Trade War and iPhone**

Once upon a time, there were telegram and telephones. Time changed and technology as well. We were introduced to the number of gadgets in the past few decades, but a smartphone is the technology advancement that changed the world. Whenever we listen to the word smartphone" the first thing that comes in our mind is the iPhone. iPhone is the brand that changed the way of communication within a decade. The first Apple's iPhone was released about eleven years ago (“iPhone 10th anniversary: It changed the world, but it also changed Apple (AAPL) — Quartz,” n.d.).

As it was the first smartphone in the market, therefore it changed the whole concept of mobile industry and brought the mobile revolution. iPhone, an American international company expanding its business all over the world and the whole world is ready to take this opportunity. iPhone is in the news once again due to the current economic situation between America and China. iPhone is the brand that would be affected the most. Before discussing the current problem, let us review the history of the brand.

* **Impact on the world**

Steve Jobs in his interview and during the launch of first iPhone described the gadget as "a revolutionary mobile phone," a "widescreen iPod with touch control" and a "breakthrough Internet communication device." He was right, iPhone just not brought the revolution with its touch control, but it also put the internet in our pocket. The whole world is connected with just one touch (“Unearthed interview shows Steve Jobs knew the iPhone would be ‘huge,’” 2018).

Today Apple is the largest company with the highest number of market shares globally. It is the technology changer that is unbeatable. Apple does not only provide the smartphone to ordinary people. They also create a strong position in the market by introducing their own App store. The app store changed the way of creating software and its distribution. Most of the app store application is not part of the android play store that is how iPhone is successfully leading the brand (Gassée, n.d.).

* **Current Political Situation is Alarming for iPhone:**

Although the iPhone is a largest brand, with the number of competitors in the market iPhone, have maintained its customer loyalty and revenue. The problem is arising after the announcement of a trade war with China by Donald trump administration. America is ready to apply a tariff on the export of China. In reaction, China is also applying a tariff on American brands.

iPhone industry is widely spread in China. A large quantity of iPhone is manufacturing in China. America prefers iPhone production in China as China is providing cheap labor with a low-cost iPhone. In the condition of a trade war, the iPhone will be the most affected brand.

The CEO of Apple Tim Cook in his interview blamed Trump's administration and their decision of trade war for slow down of the brand. In his interview he explained the impact of the trade war as "the implication of tariff is announced to slow down the China economy. If China economy really shows downfall, then it will definitely lower the retail sales in the country, and Apple has to face a big loss.

He further added that “And what I believe to be the case is the trade tensions between the United States and China put additional pressure on their economy," CEO said that impact of trade war could be seen as sales are going down. Traffic on the retail and channel partner stores, also the contraction in the reports of the smartphone is because of the trade war. He highlighted the impact on the company by announcing the decrease in the revenue target (Bryan, n.d.).

America and China are ready for trade war but are they agree for the negative impact of their own brands? Time will tell the answer.

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