Apple SWOT Analysis

Student’s name

Institution

Date

**SWOT Analysis**

The SWOT analysis is the management tool, which is used to understand the condition of a company based on its strength, weakness, opportunity and threats. Apple is a well known product and therefore, it operates in several countries global. The analysis of the data is therefore, done to determine its perf0ormance based on one store located ion Manhattan. The result of the analysis is based on the data from FRM which illustrates how clients regard the products in the market.

**Strength**

Based on the data gathered and analysis Apple has several strengths, which makes it one of the best performing electronic companies. The data shows that Apple is highly rated in the market by its customers. The analysis based on the monetary index, frequency index and recency index shows that the behavior of customers towards the Apple products is positive and the Apple customers are highly active. The recency is 33%, monetary index is also 33% and frequency index is also 33% and therefore it shows a consistency of customers’ behavior. The recency index of 33% means that customers are aware of the Apple products and this is one of its advantages in the market. The RFM weight of Apple products means is rated at 33%, which means that Apple’s products are highly purchasable in the market. According to Cho, l Moon, Jeong, & Ryu (2014), RFM is used to classified products based on the way their purchasability and therefore, the 33% indicated for RFM could mean that customer prefer Apple products and also many customers are aware of the products and therefore, Apple products are high purchasable.

**Weakness**

The camera of the product is rated low between 0 and 1 and therefore, it needs to be looked up for any kind o improvement to be done to the products. Though it is purchasable, some of the products’ components are needs to be revalued and

**Opportunity**

In terms of diversify market; there are still a lot of opportunities which Apple should utilize to ensure that it improves its sales. The analysis of data based on rececy, frequency and monetary index, it is evident that the Apple is not diversify and therefore, there is a lot of opportunities for Apple to expand to other markets outside its original market sources.

**Threat**

The analysis of the data established that price of Apple’s products is one of the main issues customers face with the product and deter their purchasing power of the products. It can be rated 2 based on the factor that analysis of the data established that the willingness to pay for the products is related to the cost of the unity. It is indicated that the p-value is -0.006708574, which means that null hypothesis is accepted and therefore, the price affect Apple’s products in the market.

**Strategies**

However, using Recency, Frequency, Monetary (RFM) strategy, the sales data were analyzed to determine, which strategies should be adopted by the company to improve its performance. The cost price should be adopted to ensure that the products are priced accordingly in such away it affordable. The pricing strategies, the products components rating in the market such as camera would likely to affect the strength of the Apple in the market. Though RFM indicates the product is purchasable and highly accepted in the market, the weakness and the thereat identified might affect the performance of the company. It also developed to increase sales, and build loyalty to the brand. It is therefore, the decision who to invite is made based on the analysis of the list of purchase of all customers in the last few months.