**Assignment**

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**Marketing and PR**

**1. Competitive Analysis porters 5 forces**

These forces influence the strategy of any entrepreneur who wants to enter a market. The five forces are[[1]](#footnote-2)

**1*. “The threat of new entrants”***

The threat from new firms entering the market is determined by the level of barriers that new companies face when entering the industry. The lower the barriers and the greater the number of firms that can organize production, the tougher the competition will be and the harder it will be for the existing market players to survive. Until recently, Apple implemented the trade-in program only in countries where the company has Apple Store branded stores.

**2. “*The threat of substitute products”***

The share of Apple in monetary terms, according to Telecom Daily, was 29.7 percent, while the share of Samsung’s closest competitor was 32.8 percent, the analyst said. In her opinion, Apple will not be easy to press the South Korean manufacturer, which has long been present in the cheap market segment.

**3. “*The bargaining power of suppliers”***

In the Svyaznoy network, the discount rate for the new iPhone under the trade-in program depends on the model of the old smart phone being handed over and can reach several tens of thousands of rubles. In re: Store stores, the discount can be up to 30 percent, depending on the I Phone model. According to Semushinoy, specially installed software checks the phone and sets the discount level. I Phone is checked for growth and for internal damage.

**4. The bargaining power of customers**

Customers hold significant power and directly influence a company's strategic choices. As part of the customers' bargaining power, we can mention the following levers: the price of the products, the availability, the requirements of volumes and yields and the degree of dependence on the distribution channels.

**5. The intensity of competition**

It is clear that to afford to successfully apply the methods of lowering the price, which still remains quite high, not every brand can: after all, the strength of the Apple brand in this case is very high. However, the overwhelming majority of business models make it possible to significantly expand the boundaries of the income obtained by including in the pricing strategy those categories of buyers who are willing to pay less.

**2. Segmentation Target market**

Apple, now a well-known company, is not alone in the market, although on the range of products it offers; it sometimes dominates its competitors in relation to market share. Some may be considered non-existent because they cannot afford to overtake Apple but some can dangerously get closer to their goal: Successfully eat Apple. Because of the number of companies considered as "competitors" of Apple, it is favorable to classify them by type of product. There are six main activities with flagship products can be selected and adapt precisely to the various categories of users[[2]](#footnote-3):

* CPU
* Laptops
* Walkman & Gadgets: iPod, PDA
* Apple Vision monitor
* DSP Mac operating system, I Movie, I Works, Garage Band
* Online Services: Online Store: App Store (Apple Store) and Music Store (iTunes).

**Apple's choice** As every business has to adapt to the country in which it wants to establish itself, the best-known example is the Mac Arabia of Mac do. There are numerous criterions that come into play, such as:

* geographical criteria
* economic social criteria
* criteria of the purchase or consumption situation

Apple is, we can say, a very commercial company: it takes into account the demands of its customers and makes sure to satisfy them as much as possible. Some examples can demonstrate this. First, in 2003, 2 years after the launch of the first iPod, the complaints multiplied because the battery of their walkman was no longer effective after 18 to 24 months. To be forgiven, Apple offers its first customers a $ 100 discount on their next purchases, at Apple of course. Apple listens to its customers to satisfy them as much as possible and to remain their benchmark for the supply of multimedia products.

**3. Pbs Generation like worksheet**

The Apple TV is a device designed by Apple that allows wireless communication between a computer and a TV. It has been available since the end of March 2007 in its first version. The device looks like a Mac mini, although it's only halfway up. It communicates over a wireless network or Ethernet, with an iOS device, or with a computer through the Airplay protocol included in iTunes , allowing you to stream video and audio content to the TV via possibly an audio-video amplifier[[3]](#footnote-4).

**Hardware Update**

In September 2010, Apple unveiled version 2 of its Apple TV at the same time as the update of the 3 iPod models (shuffle, nano, and touch). In early March 2012, the third version of the Apple TV is revealed by Apple along with the third generation of iPad. This new version takes exactly the physics of the previous one but includes video in 1080p and embeds an A5 processor, the same as the iPhone 4s and the iPad 2.

**On the software side,** the Apple TV works with a modified version of iOS, the same operating system as the iPhone. In September 2015, Apple announced the 4th generation of its multimedia box, which is a profound change compared to the Apple TV 3. Accompanied by a new remote with touchpad, Siri Remote, Apple TV 4 has the A8 processor, connectivity and storage capacities reviews. It is especially the first Apple TV to run on tv OS which, in addition to a completely revised interface, allows downloading apps, games music.In September 2017, the fifth version, the Apple TV 4K is unveiled. It is a small evolution of the previous one, mainly adding a newer processor and support for the 4K.

**Siri Remote and Apple Remote**

"The Apple Remote allows you to fully control your music, photos, videos, and DVDs, no matter where you are in the room. “Designed specifically for the new Apple TV, the Siri Remote lets you control everything from a distance. With Siri, you can use voice commands to find your favorite programs.

**Conclusion**

The success of Apple gave her not only widespread popularity around the world, but also the duty to keep the brand. In other words, the usual business for many people has been supplemented with a kind of show business where it is important not only to create and produce a quality product, but also to be able to work with the public. As a rule, such recommendations are primarily related to trends in the industry. Of course, Apple never ignored them, but to do so, as everyone expects is clearly not in the "apple" style.

**Recommendations**

* Apple Legendary Computers

Apple could expand the platform and secure a reputation as a technology innovator. But of course, nobody did anything. At the very least, the decision on the possibility of licensing Mac OS by other companies for the production of iron, was canceled in 1997, when Steve Jobs returned to his post.

* Apple should release I Phone

Today, the iPhone is 7 years old. That was the statement made by a DSL Reports Cortland forum member on February 28, 2005. In his opinion, this step would help increase sales of Mac computers. Less than two years have passed since the recommendation to enter the smart phone market, before Apple decided to please us with its new device called the iPhone . And, as we know, she did it for good reason, because the device not only helped boost Mac sales, but became the company's main product.

* Apple must adopt the online version of Google Voice

The company took a more relaxed course here and approved the Google Voice application. The case of the Federal Communications Agency investigation has forced Apple to stop rejecting applications solely on the basis of competition.

* Apple should announce Mac touch computers soon

Mac book touch Microsoft and Google are actively developing touch screen computers, and therefore Apple needs to personally change market trends before others have done so.

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2. Peter JP, Olson JC, Grunert KG. Consumer behaviour and marketing strategy. London: McGraw-Hill; 1999. [↑](#footnote-ref-3)
3. Apple TV. Apple TV. system. 2015 Nov 16;1(3.0):2**.** [↑](#footnote-ref-4)