

Swiss Business School



MARKETING MANAGEMENT MKT 501

MKT Assignment

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MARKETING MANAGEMENT

SBS MBA/MSc

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STUDENT ID

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UNIT TITLE / CODE: Marketing Management MKT 501

NAME (in Full): Habib Mohammed Albinsaad

GENERAL INSTRUCTIONS

- All assignments are to be submitted **14th May 2020** on to examinationboard@atmsedu.org and cc to azrafatima@atmsedu.org, assignmentsubmission2019@gmail.com
- If assignment is not submitted on date, will follow with penalty of 10% deduction of marks for every day.
- Similarity between students work is strictly not accepted, any student found with similar work will be graded Zero and fail for the course. However, Plagiarism is an academic offence and will not be tolerated under SBS
- Assignment once submitted to exam board is final for marking.
- Total 100 marks

GUIDELINES FOR ASSIGNMENT

1. If assignment is Question & Answer based then.
 - Introduction is needed for each question.
 - Question has to be answered based on the mark allotted for each question with references if any idea or information is taken from other source.
2. If assignment is case based then,
 - Executive summary
 - Table of content
 - Body of assignment (questions related to case need to be answered)
 - Conclusion / Recommendation if any
 - References (in-text + citation) to be used

Total Marks _____ / 100

PLAGIARISM

Plagiarism is a form of **cheating**, by representing someone else's work as your own or using someone else's work (another student or author) without acknowledging it with a reference. This is a serious breach of the Academic Regulations and will be dealt with accordingly. Students found to have plagiarised can be **excluded from the program**.

Plagiarism occurs whenever you do any of the following things without acknowledging the original source:

- ✓ Copy information from any source (including the **study guide**, books, newspapers, the internet)
- ✓ Use another person's concepts or ideas
- ✓ Summarise or paraphrase another person's work.

How do I avoid plagiarism?

To ensure you are not plagiarising, you must acknowledge with a reference whenever you:

- ✓ use another person's ideas, opinions or theory
- ✓ include any statistics, graphs or images that have been compiled or created by another person or organization
- ✓ Paraphrase another's written or spoken word.

What are the penalties?

The penalties for plagiarism are:

- ✓ Deduction of marks,
- ✓ A mark of zero for the assignment or the unit, or
- ✓ Exclusion from the program.

Plagiarism is dealt with on a case-by-case basis and the penalties will reflect the seriousness of the breach.

Please note: claiming that you were not aware of need to reference is no excuse.

Marketing Management Assignment

Structure – Marketing Strategy (Brand)

For your brand of choice please prepare a marketing strategy on the below guidelines. This should clearly reflect the marketing mix – product, place, price, promotion and packaging as discussed in the class. The learnings on Brand Equity in the class should be the emphasis of the assignment.

Please note the brand should have linkage in the UAE – must be an existing brand or a brand that intends to be introduced in the UAE.

1. Executive Summary – summarizing points 2-8.
2. Brand Overview – describe the current status of the brand with a brief historical background. Also define the brand's current state on the Product Life Cycle.
3. Competition Overview – Define competition
4. Target Market – Define who is being targeted
5. Segmentation – Demographic, Behavior, Psychographic
6. SWOT – on brand or industry
7. Market Research if any carried out – if no research carried out then suggest a need if any
 - 7.1 Product – BCG matrix. Also include packaging plans if any.
 - 7.2 Place – Choice of retail strategy
 - 7.3 Price – penetrative or skimming or competitive
 - 7.4 Promotion – pull or push strategy including choice of medium – digital or traditional
8. Conclusions and Recommendations – suggestions for change in current practices if any to make it more effective should be discussed.
9. Appendix – Any other information you may provide.

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Executive Summary

Studying the corporate marketing strategy, in general, is a competitive advantage, as the marketing strategy develops goods and services through achieving the best potential for profit, and works to help in marketing strategies by discovering areas that are affected by organizational growth, and thus helping to build an organizational plan to meet the needs Clients, and the marketing plan determines the appropriate price for organized goods and services based on information gathered from market research, as the marketing strategy also ensures effective coordination between departments, and helps to develop and reform the advertising budget, and it worked on developing a method to determine the revenues generated by the advertising plan. (Kotler, 2012)

In this research, we will study Apple's marketing strategy in order to extract some recommendations that can help in improving marketing and its strategy within the company. Each of the target market, SWOT analysis and 4PS analysis for Apple will be detailed.

Apple Overview

Apple is an American multinational company specializing in information technology and is located in Cupertino California, where it works to develop, design and sell consumer electronics, and provides services via the Internet as well, and is classified as one of the five largest technology companies in the world alongside Amazon, Google, Microsoft, and Facebook. (Aljafari, 2016)

Apple is one of the largest information technology companies, as it provides many products that vary that include mobile phones, computers, tablets, TV products, and some wearable devices. (Aljafari, 2016)


Apple Corporation was established in 1976 as a computer manufacturer and as a software company, Apple has created many technological devices and has many stores and retail stores and provides its customers with the best buying experience. (Aljafari, 2016)

Apple products are sold through stores around the world, online benefits, wholesalers, and retailers to third parties. (Aljafari, 2016)

- **Apple life cycle**

Apple is known with a large market and occupies global positions in the electronics market, and despite the great competition facing Apple, it is working to keep it by taking advantage of its core competencies to remain at the forefront of competing companies. (Apple, 2020)

Unlike its competitors Samsung and Motorola, who use the Android system, Apple is developing and designing its operating system and devices. (Apple, 2020)

Name	Apple
Logo	
Industries served	IT Technologies
Geographic area served	Worldwide
Headquarters	USA
Current CEO	Timothy Donald Cook
Revenue	CHF 91.8 Billion\$
Profit	CHF 22.2 Billion \$
Employees	137.000
Main Competitor	Facebook, Amazon, Google, Microsoft

- **Apple Vision**

Apple believes that it is working to manufacture great products and that this thing will not change at all, as it always focuses on innovation, and believes in simplifying things that are not complicated, as it possesses the technologies that qualify it to manufacture its products and participate in the markets, and this is what makes a great contribution.

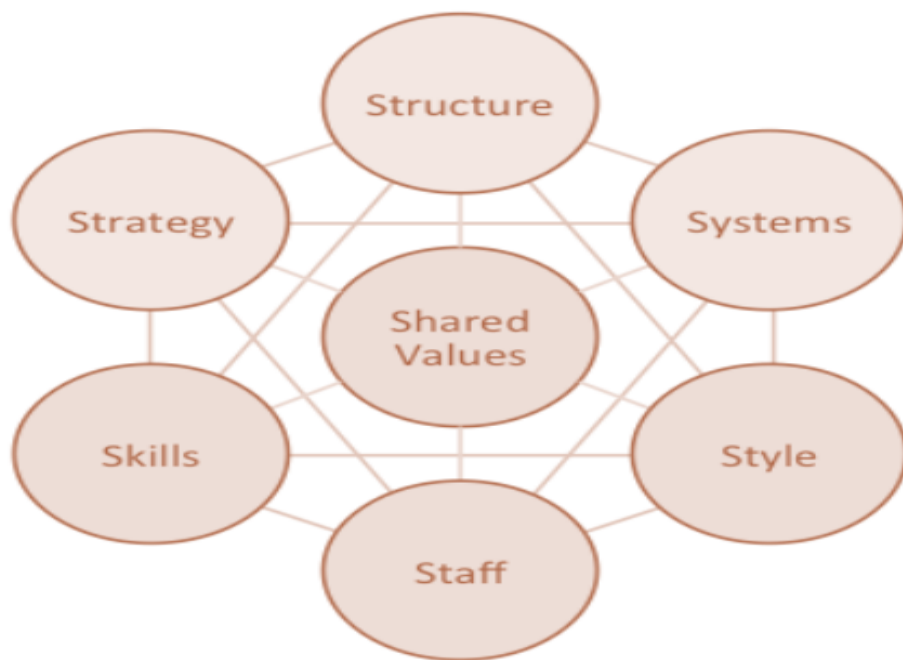
What Apple is doing in order to achieve its competitive advantages and make it overcome its competitors is to focus on its products and not accept external projects so that it can accomplish its business as required, as it works on cooperation between its groups and this

allows creativity and innovation in the work, where the company enjoys recognition when wrong The courage and strength to change. (Apple, 2020)

- **Apple Mission**

Apple provides the best technology and creativity in products around the world, as Apple seeks to protect the environment and assure the health and safety of the company's employees, customers, and the global communities in which they work. (Apple, 2020)

- **Apple McKinsey 7s model**



Apple McKinsey 7S model

Competition Definition (Comparison Between Apple & Samsung)

Competition is a reality of doing trade. Businesses see competition in the formula of cost, profession, sketch, sales, situation, and almost every profession procedure. (Fleisher, 2015)

Many people regret touching it, many learn from it, and many run away from it. But most don't recognize the correct aim of trade competition, its character, style, and even significance.

Apple	Samsung
<p>Apple is a global company that manufactures and sells electronic devices, computer software, and other services provided through the Internet.</p> <p>Apple's beginnings were in the manufacture of computers but later expanded its industry to manufacture several devices in the field of information technology, and is considered the largest information technology company in terms of revenue, as the company operates about 500 retail stores around the world, and works to employ nearly 120,000 people. (Apple, 2020)</p>	<p>Samsung is a South Korean company and Samsung is considered one of the largest companies that work on manufacturing electronic devices, as its work is to produce consumer and industrial electronic devices, and that includes digital media devices, memory chips, semiconductors, and integrated systems.</p> <p>Samsung is one of the global companies in the field of manufacturing smart devices and a pioneer in information technology, and it issues nearly a fifth of the total seized by South Korea. (Samsung, 2020)</p>

Target Market of Apple

Products that Apple provides are high-quality products and high-end products, so the customers who deal with Apple are the owners of high revenues and are fully capable of paying for Apple products, and therefore Apple products are distributed all over the world, in geographical areas, the target market includes the Americas Europe, China, Japan and the rest of Asia and the ocean, accordingly, we will present a list of Apple's target market:

- Middle and high-income consumers (and those with this category have a high purchasing power to acquire Apple products) (Lowensohn, 2012)
- Clients who have a great desire to use products that are the basis of their information technology and owners of this category are always in line with the development and look forward to the future. (Lowensohn, 2012)
- Students.

- Professionals of all kinds tend to use modern technological products that provide comfort and ease of work for them. (Lowensohn, 2012)

Apple Market Segmentation

- **Geographic**

One of the things that Apple distinguishes from others is that it has a continental presence, as it is divided geographically throughout the world in the Americas, Europe, Greater China, Asia, and the Pacific, and in each of these regions, the regions are branched and the number of products that arrive from Apple is greater. (Kovácsová, 2014)

- **demographics**

Apple products are among the products that have not been created and manufactured for a specific age or a specific gender, so males and females use these products, so a certain class of children, youth and adults in the age of those who can buy Apple products based on income, the more a person's income increases the more his ability Purchasing on the acquisition of Apple products. (Kovácsová, 2014)

Apple provides products for children, such as the iPad, and adults use the iPhone and MacBook to work and communicate.

- **Behavioral factors**

The acquisition of Apple products is one of the most important things that work to estimate the individual due to the theory of Maslow's hierarchy needs that works to meet one's needs of appreciation. (Kovácsová, 2014)

For example, in many countries such as Ghana, people buy Apple products only to show their wealth, and despite the high price of Apple products, customers still maintain their loyalty to the company and its brand. (Kovácsová, 2014)

Apple SWOT Analysis

- **Strengths**

Innovative

Apple is a global company that takes innovation as a key factor in developing its products, which gives products a highly competitive advantage, as it designs high-quality operating systems and devices, works to renew them and improve the features of its products to satisfy its customers, to know about the percentage of the strength of Apple see appendix 1.

Quality

Apple products are distinguished from others because they enjoy the high quality as they are made of high-quality materials in order to give users value for the money they pay for Apple products, and one of the things that Apple cannot compete with is that its products and devices are among the only devices that can be attacked with viruses, where The operating system is virus-resistant. (Chandra, 2017)

Ease of use

Apple's operating systems are easy and fast and do not need training or education to adapt to them. (Chandra, 2017)

Brand awareness

The brand that Apple has marketed since ancient times is the main argument in the successes that it presents at present and is still constant and unchanged, as Apple and its brand are one of the most popular brands in the world. (Chandra, 2017)

- **Weaknesses**

The price of the products

Apple products are very expensive products, and their purchase is limited to middle or high-income earners, or those with high purchasing power, and therefore not available to all people. (Chandra, 2017)

Brand reputation

The Apple brand has been badly affected by the bad conditions in which the factory operates and which are considered unsafe in some factories in China.

- **Opportunities**

Increasing demands

With the advancement and development of technology, the demand for smartphones and electronic devices is increasing, because they are considered an integral part of people's lives because they facilitate their lives and facilitate them to obtain the information they want simply and easily, for more information see appendix 2. (Chandra, 2017)

Economies of scale

Apple benefits from lower product costs through economies of scale, whereby profits from economies of scale can be used for research and development. (Chandra, 2017)

- **Threats**

Increased competition

Because of the increasing smart devices and electronics that are put on the market by competitors, Apple is exposed to intense competition in global markets.

Pricing pressure

The company Bell and its products are expensive products compared to competitors, so Apple may have to work to reduce the prices of its products in order to maintain their survival in the markets and maintain their competitiveness. (Chandra, 2017)

4 p's of Apple

- **product**

The product that is put on the market is the basis for the completion of the practical and hierarchical chain of success for any company.

Apple provides many products and services to customers, as it is a company that specializes in information technology and provides phones, tablets, watches, televisions, and wireless headphones, and the company continues the process of developing its operating system known as IOS, on which all Apple devices are run. (Bradshaw, 2017)

As for services, Apple provides many services to its customers such as music and program downloads, movie downloads, and free podcast files, as the company has a cash-free payment service known as Apple Pay which is provided in many countries, where this service works to pay easily and safely. (Bradshaw, 2017)

Another service is Apple Care, which works to provide users with technical assistance and reforms, as Apple products are unique, which makes them dominate the market, and because they are working on the continuous development of their products, this is a major and fundamental reason for the company's continued success. (Bradshaw, 2017)

BGC:



- **Cash Cows:** Products in this category are considered to be present from the foot and cannot be challenged and faced in current market conditions, and have the largest market share such as Macintosh, iWatch, iPhone, iTunes.
- **The stars:** there is a lot of competition, and therefore the company must invest more in this field and invest in maintaining and developing this existing, such as iBook and iPad. (Bradshaw, 2017)
- **The question mark:** As the company has a low market share in an industry that works to show the potential of the company and may help the company to grow rapidly, such as Apple TV. (Bradshaw, 2017)
- **Dogs:** a high market share, but the industry is deteriorating due to the alternatives to the product on the market, such as iPods.
- **price**

The price is the second factor of the marketing mix that has a major impact on the market on the company's marketing strategy, and thus what Apple does to offer its customers the required quality with the required quality in exchange for the money they pay for these products, and the company depends on its success and loss On pricing policy, as Apple enjoys a prominent position in the global markets because of the quality of its products and its efficiency and the constant renewal and development of its products, and this is the reason behind Apple raising the prices of its products, and despite the high cost of Apple products, it finds a large number of customers on a Will prepare to buy its products.

The pricing strategy adopted by Apple operates high profits and the main reason for this is the high purchasing value of the brand for it. (Bradshaw, 2017)

- **place**

The place in the marketing mix allows the marketing strategy for the places offered in the global markets in order to study and launch the products to be displayed there. Online and through cellular network operators, direct sales force, wholesalers, and suppliers. (Bradshaw, 2017)

With the increase in demand for the products that Apple is offering, it must increase the production of its products in order to cover all markets, and the company must make a

partnership with other companies outside the borders of the United States in order to provide and make products readily available to customers. (Bradshaw, 2017)

- **promotion**

Promotion is the basis for expanding the product around the world as much as possible, Apple promotes its products through many channels, and also depends on personal relationships and personal selling, where sales representatives who are characterized by good behavior, which is full of information, and provide customers All necessary information about the company, its products and the services it provides.

Apple can increase its profits by relying on the promotion by celebrities, as they are considered one of the most influential groups in society. (Bradshaw, 2017)

Conclusion

Apple Corporation is an American multinational company specializing in the field of information technology and the manufacture of smart devices and computers, the company is characterized by being in control of a large position in the global market, where its revenues rise to be one of the largest companies in the world.

Apple is characterized by many strengths that make its competition with others difficult, because it is the products and industry that are working to put them on the market sophisticated and renewable and a permanent basis, and this is what the customer is looking for in the process of choosing products, as Apple does not leave its products, but rather it works on continuous updating for them.

Apple does not accept any external projects as it focuses on its few projects in order to be able to bring out the products and devices with the required efficiency and quality that the company's customers expect.

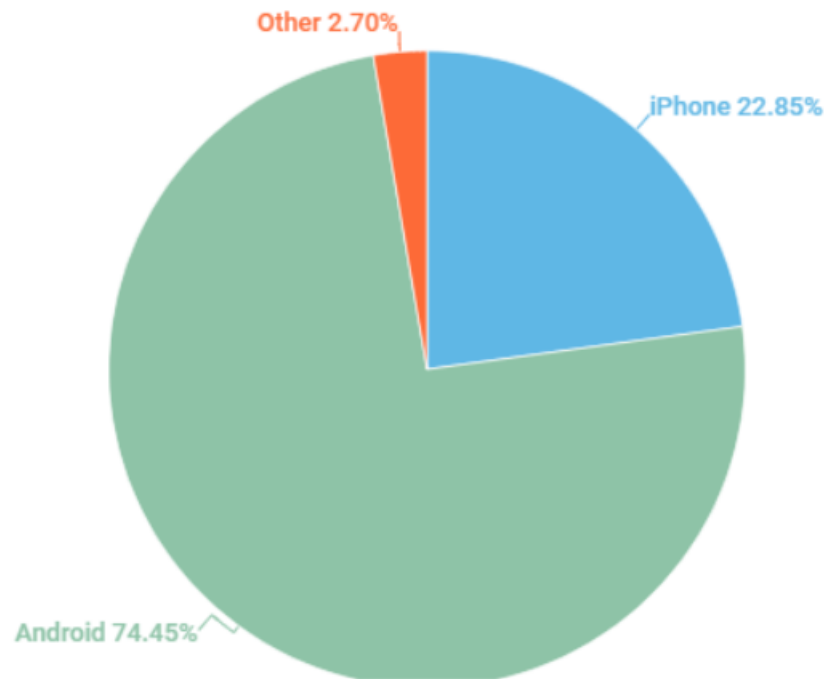
Apple always strives to achieve customer satisfaction and desire, and in return, Apple's customers maintain their loyalty to them, as Apple distinguishes its customers as having high purchasing power that enables them to uniquely identify the advantages that Apple offers in the market.

Recommendations

1. Apple should increase its market share by relying on a study of its weaknesses and threats and working towards its reform.
2. Taking into account the material conditions of people in terms of fixed and exorbitant prices that do not change, and therefore Apple must make products that are compatible with all market segments.
3. Continuity in producing the required products on an ongoing basis, no matter how old they are, such as the updated iPhone devices, which cannot be abandoned.
4. Investing in devices that do not have a high market share, and working to develop them to establish a high market position in this field.
5. Developing work with other partnerships outside the United States to expand trade.
6. Increase the number of retailers worldwide to increase the number of devices that are put on the market and thus increase revenues in the company.
7. Preserving the reputation of the brand that Apple created over the years and evaluated it by supporting some ideas that can attract the largest number of people.
8. Increasing the number of services that Apple provides, and not limited to some specific technical matters.
9. Work to diversify the business more largely and broadly, and define different and new technology systems.
10. Opening branches of the Apple company around the world in an expanded and much larger way so that the company can deliver the devices and their updates to all people.

Appendix

1. iPhone Global Market Share



2. Apple Gross Profit Margin Chart



Despite some of the challenges facing Apple, it is still at the forefront and the increase in its profits and revenue is the best evidence of this, and the company's cash reserves are the savior in times of an imbalance in the economic market, so the company's profit rates are very high and therefore the opportunity for its success is high, and therefore it is considered a company Apple is one of the largest and most sophisticated companies.

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