

REPORT

1 INTRODUCTION

1.1 Overview

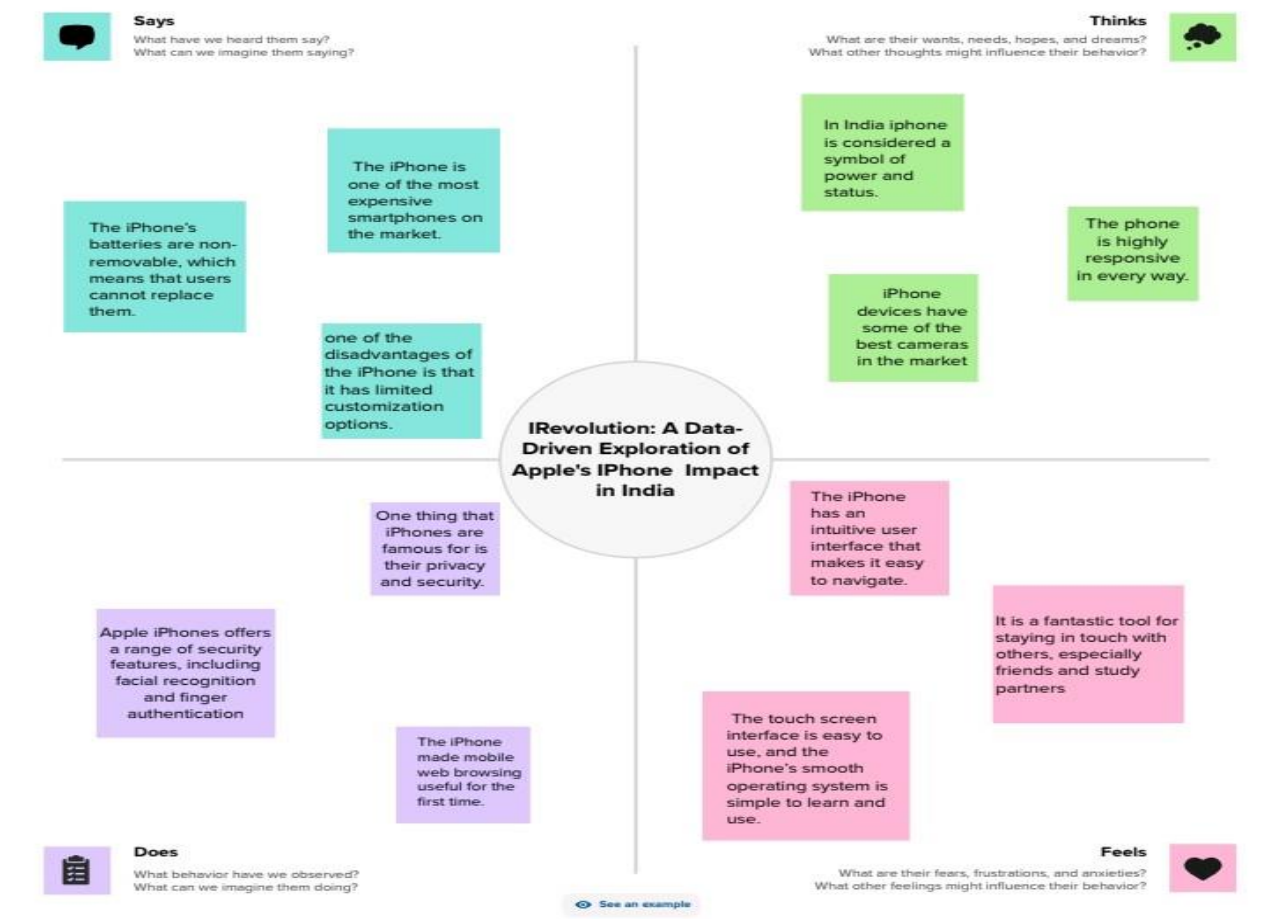
Apple has been rapidly ramping up iPhone manufacturing in India ever since it started local production in 2017. It currently produces in India through three contract manufacturers – Foxconn, Pegatron and Wistron, with the latter's facility in Karnataka set to be taken over by the Tatas.

1.2 Purpose

The iPhone flipped all of that and introduced a revolutionary new design that was sleek and elegant, with a large touchscreen that took up most of the device's front. The user interface was intuitive, easy to use, and offered a wide range of features that were not available on any other smartphone at the time.

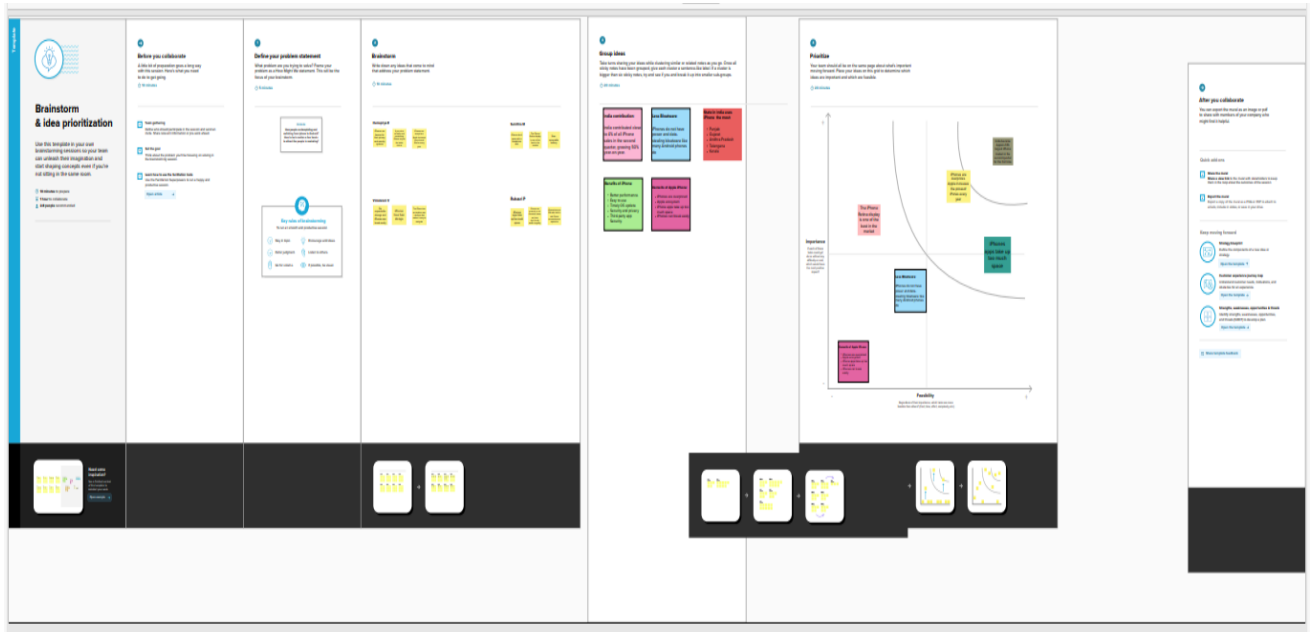
2 PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy map



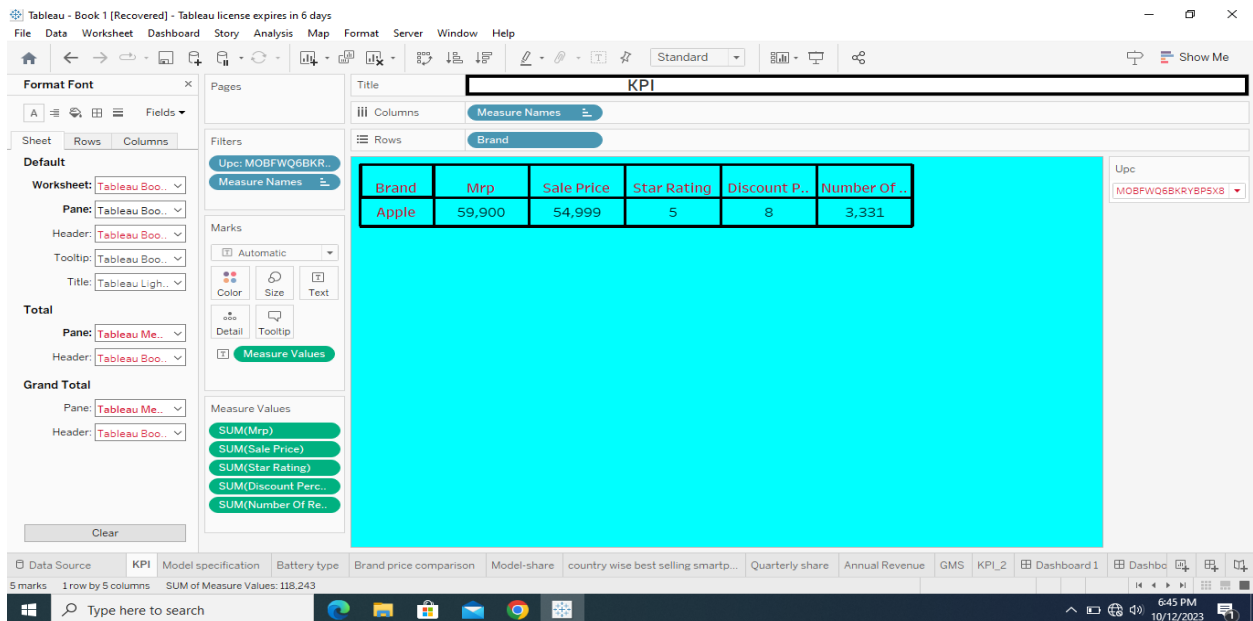
2.2 IDEATION AND BRAINSTORMING MAP

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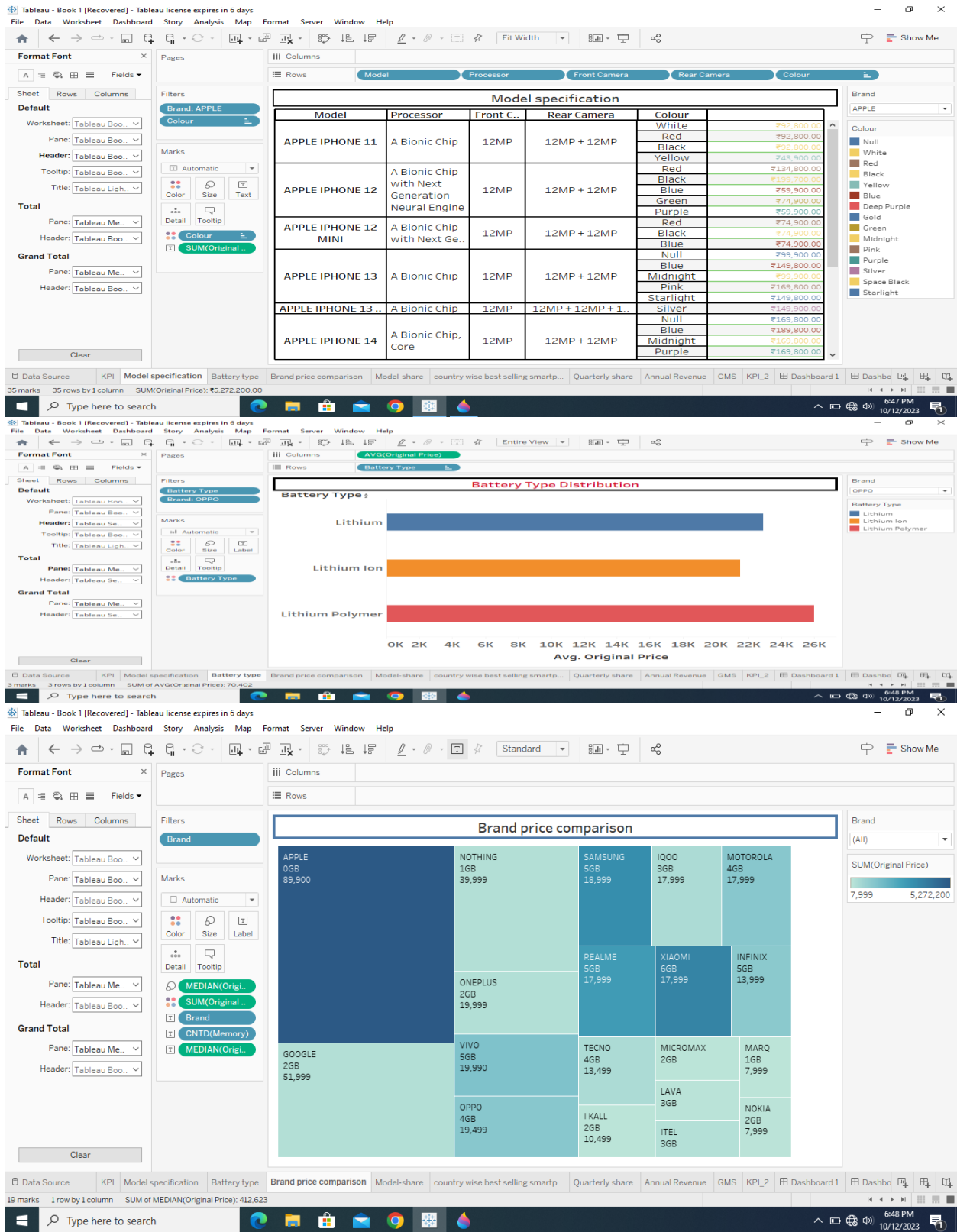


3 RESULTS

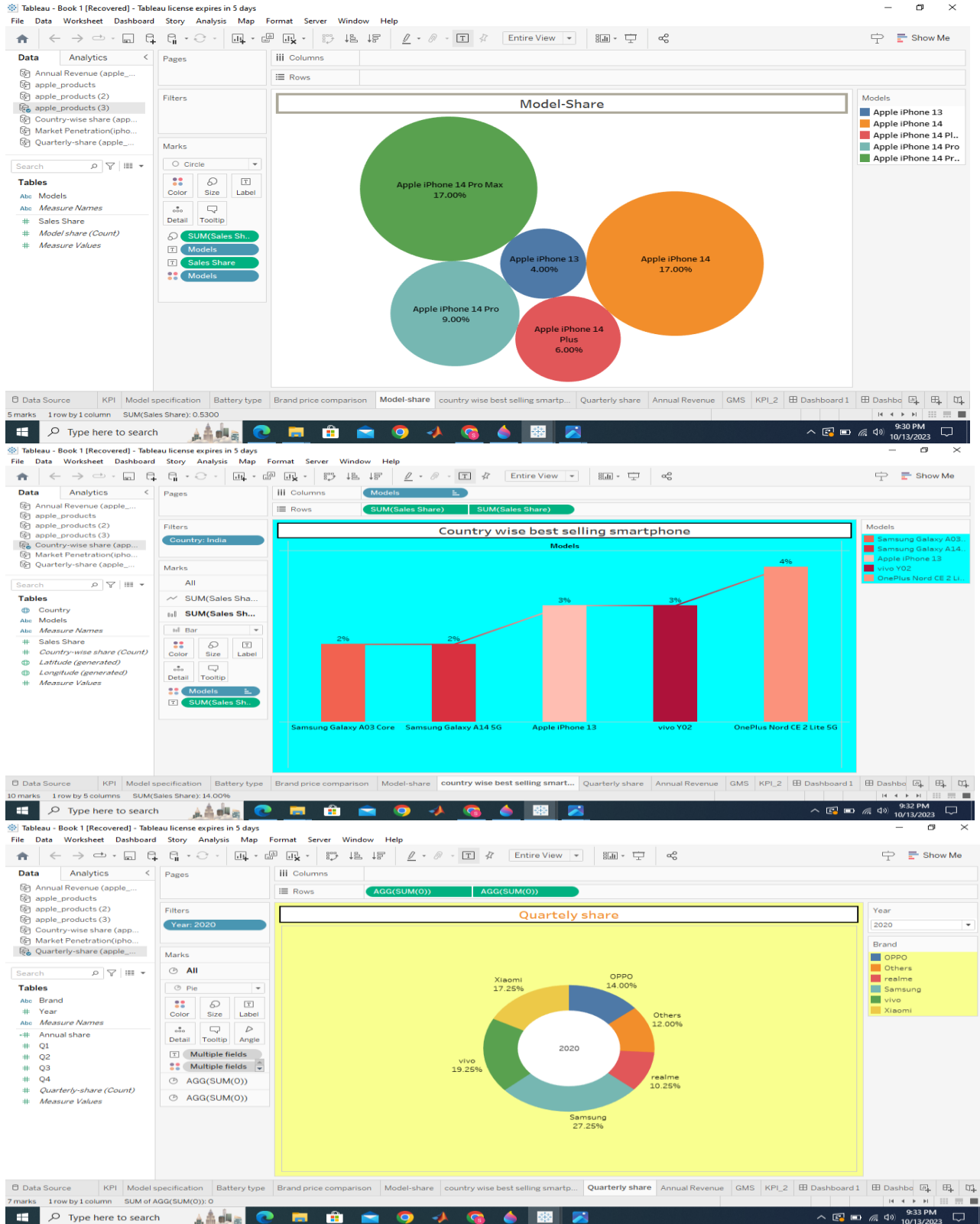
It includes such as KPIs, Model share, Model specification, brand price comparison, Global Market share, Annual revenue and etc..



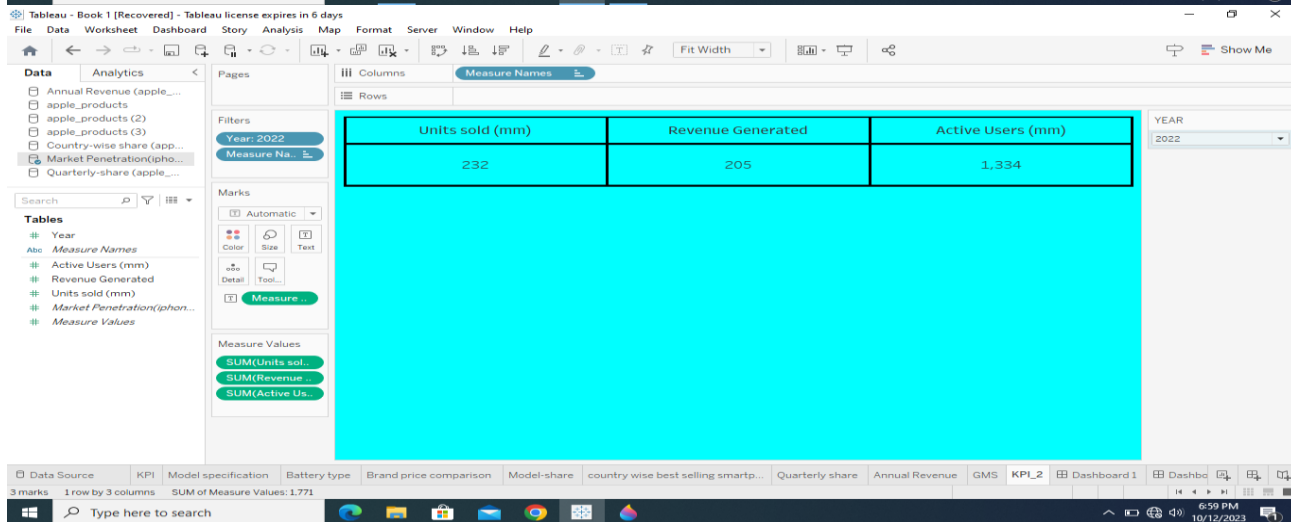
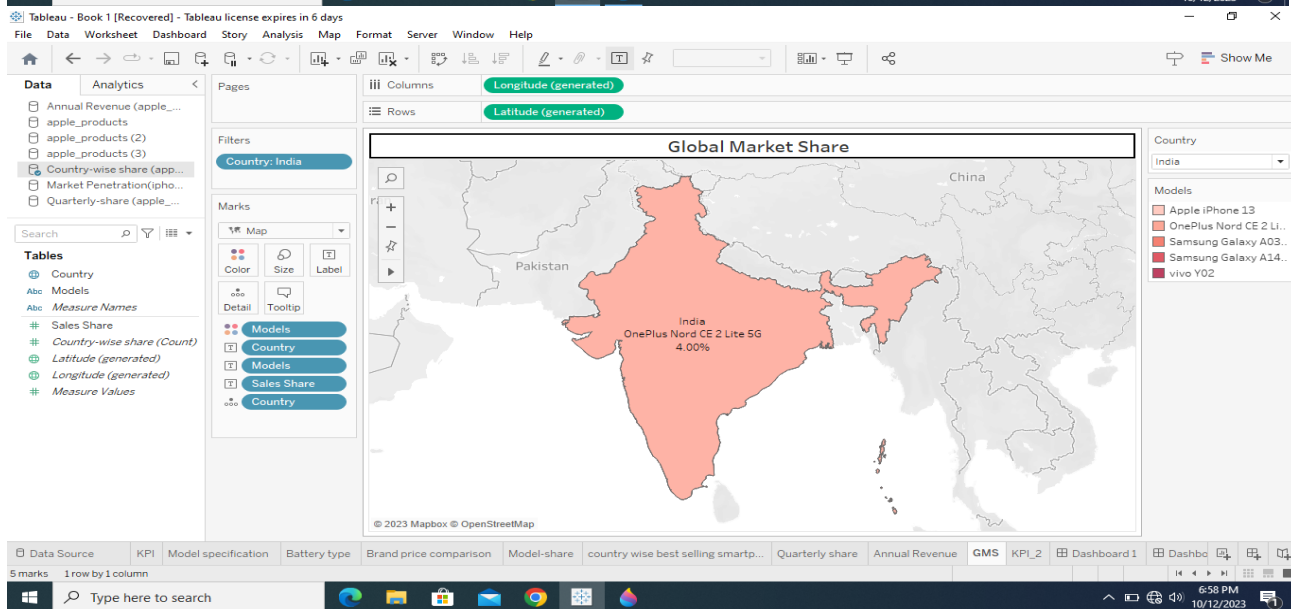
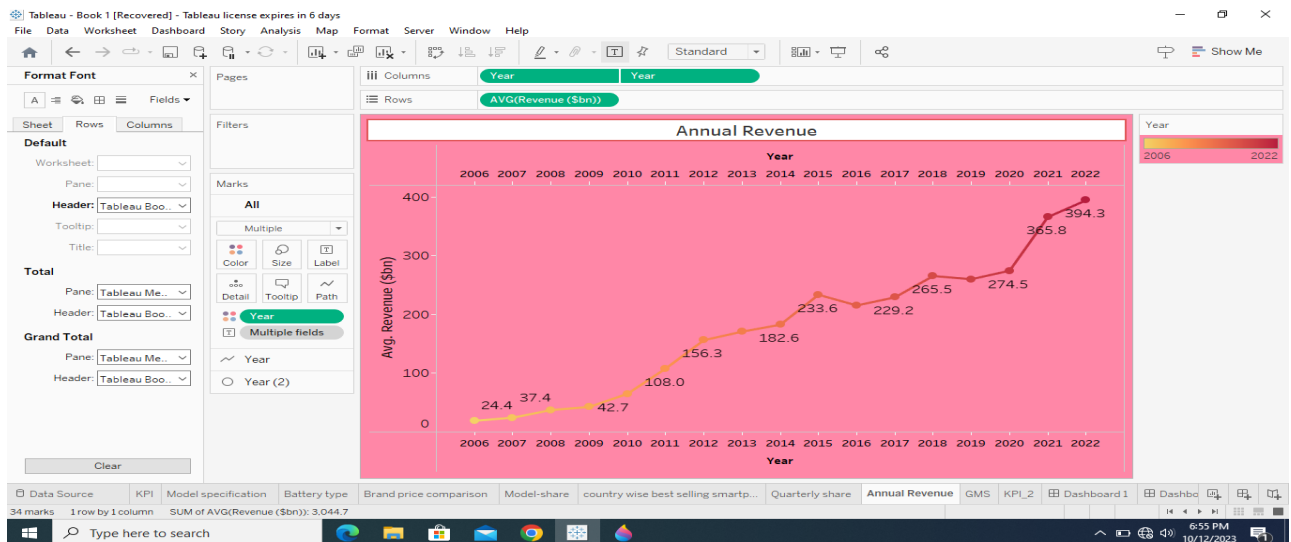
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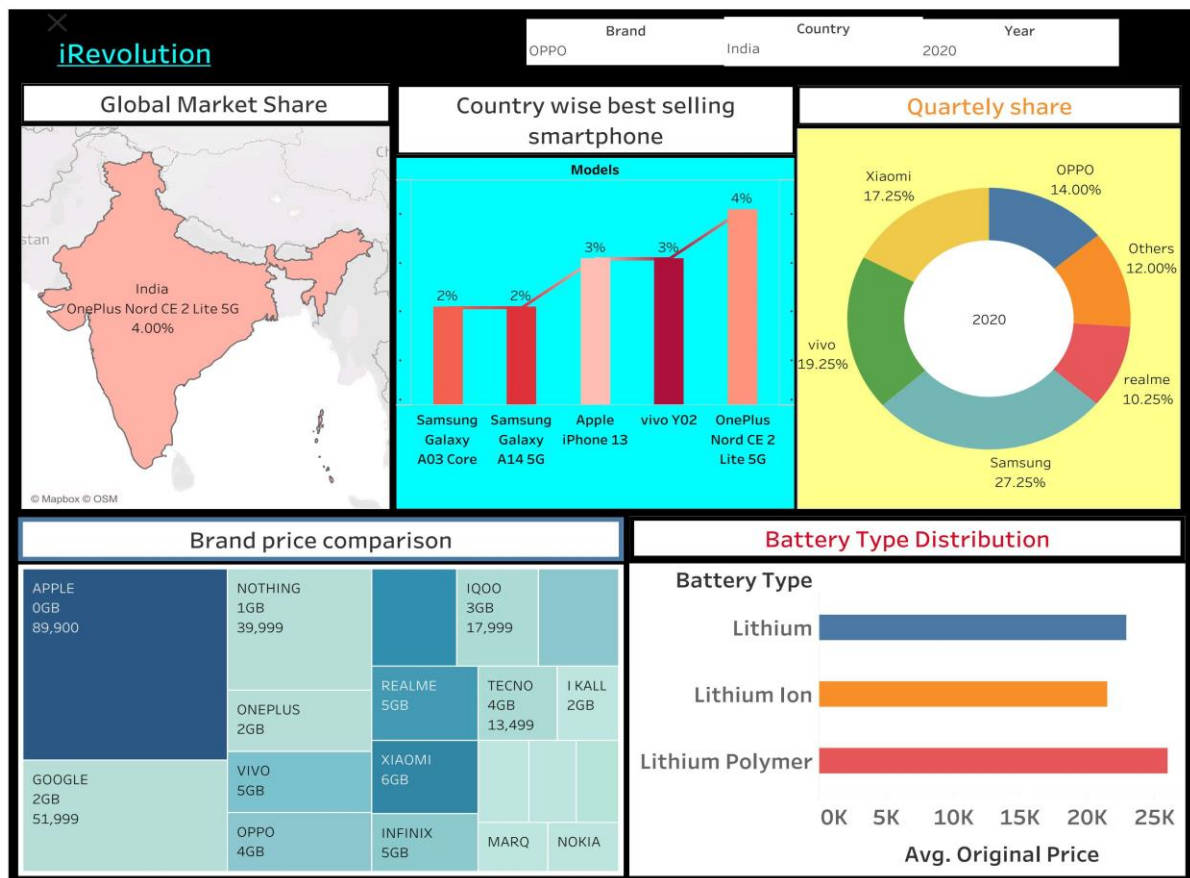
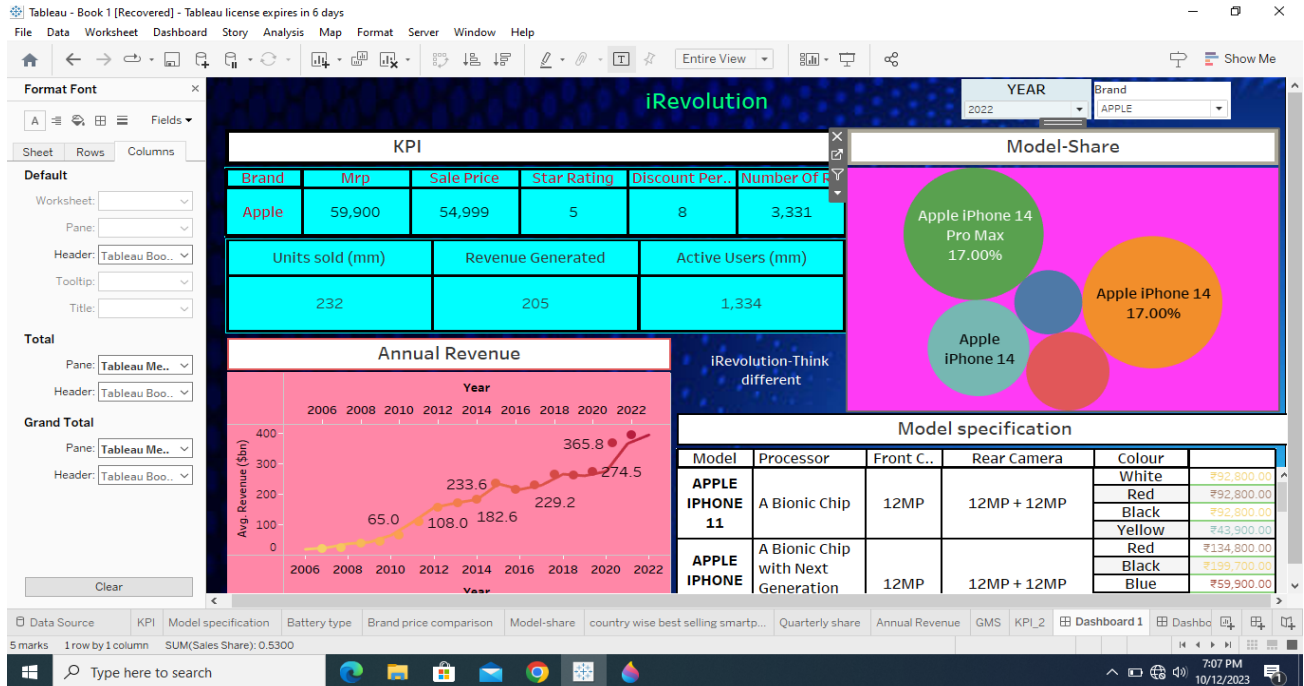
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4 ADVANTAGES AND DISADVANTAGES

Advantages

By establishing production bases in India, Apple not only mitigates risks associated with geopolitical tensions in other manufacturing hubs but also leverages India's competitive labour costs and improves infrastructure.

Disadvantages

The iPhone is one of the most expensive smartphones on the market. High-end models can cost over \$1000, which makes it a luxury item for many people. 2. Non-Removable Battery: The iPhone's batteries are non-removable, which means that users cannot replace them.

5 APPLICATIONS

iPhone manufacturing in India allows Apple to bypass hefty import duties, thereby reducing the cost of the product for the Indian consumer. This move makes the brand more accessible to a broader demographic within the country, where price sensitivity is a key factor in consumer decisions.

6 CONCLUSION

It can be concluded that no company is big or small in terms of capturing market or attracting customers. If the marketing strategies are formulated and executed properly then the company is bound to earn a profit. Therefore, apple iPhone has seen and understood the flaw and have redesigned its marketing strategies as per the current market trend and is now expecting a boom in its sales particularly in India.

7 FUTURE SCOPE

It's anticipated that future iPhones might incorporate some of these advanced display technologies, such as mini-LED or micro-LED, to deliver stunning visuals in a compact form factor. These technologies offer higher brightness, better contrast ratios, and more power efficiency compared to traditional OLED screens.