

The background is a solid black field populated with numerous semi-transparent circles of varying sizes. These circles are color-coded into three main groups: a top arc of blue and purple circles, a middle band of green circles, and a bottom arc of orange and brown circles. In the center, the word "APPLE" is rendered in a clean, white, sans-serif typeface. Each letter is outlined with a thin, glowing blue border, making it stand out against the dark background and the colorful bokeh.

APPLE

iPhone 13 Pro



Index



Apple Focus and Goals



Apple History



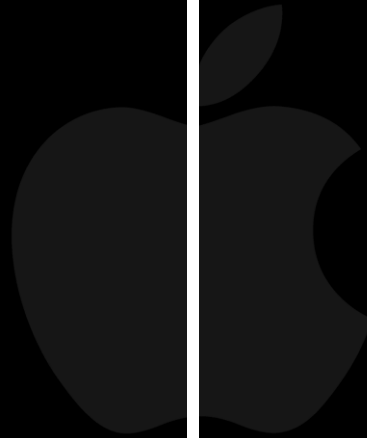
iPhone 13 Pro Product Details



iPhone 13 Pro Characteristics



iPhone 13 Product Levels



Product Life Cycle



Connection With Clients



Apple in Technology Market



Apple Marketing Strategies



Conclusion

Apple is the largest company by market capitalization

FOCUS:

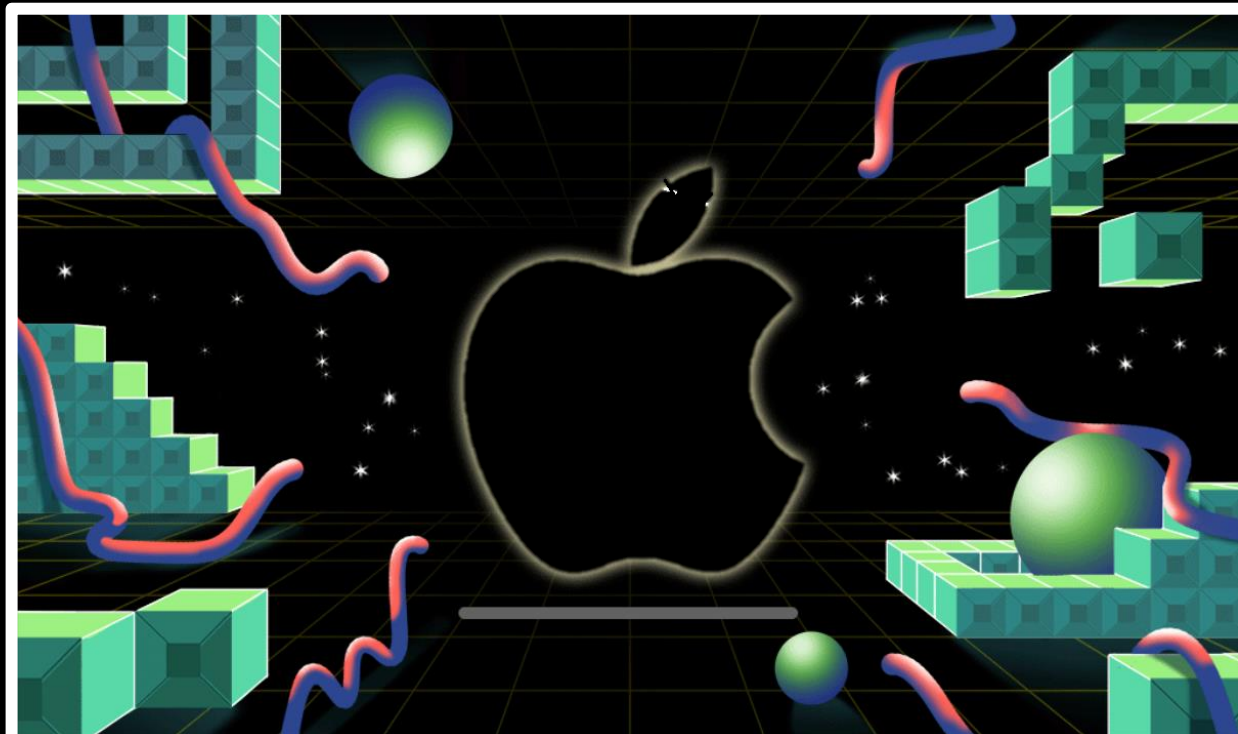
- Technology.
- User-friendliness.
- Product quality.

&

- Minimalism.
- Innovation.
- Loyalty.

GOALS:

- Design.
- Develop.
- Sell electronic products.



Apple History

1976

On April 1, Apple was founded by Steve Jobs, Steve Wozniak, and Ronald Wayne.

1976

On April 11 the first Apple product was launched- the Apple I microcomputer (without a monitor or mouse).

1976

On July 1 the first Apple logo was designed by Ronald Wayne.

2001

Ipod & iTunes.

2007

iPhone.

2018

Apple Watch.

- Apple uses various product release methods, including social media announcements, designated release dates, private product events, and pre-order periods.

iPhone 13 Pro

Product Details

- Apple is a company with a long history in technology and customer access, and the iPhone 13 Pro is an example of how to build future wonders. It features new camera options, apps, and longer battery recharges.



iPhone 13 Pro Characteristics

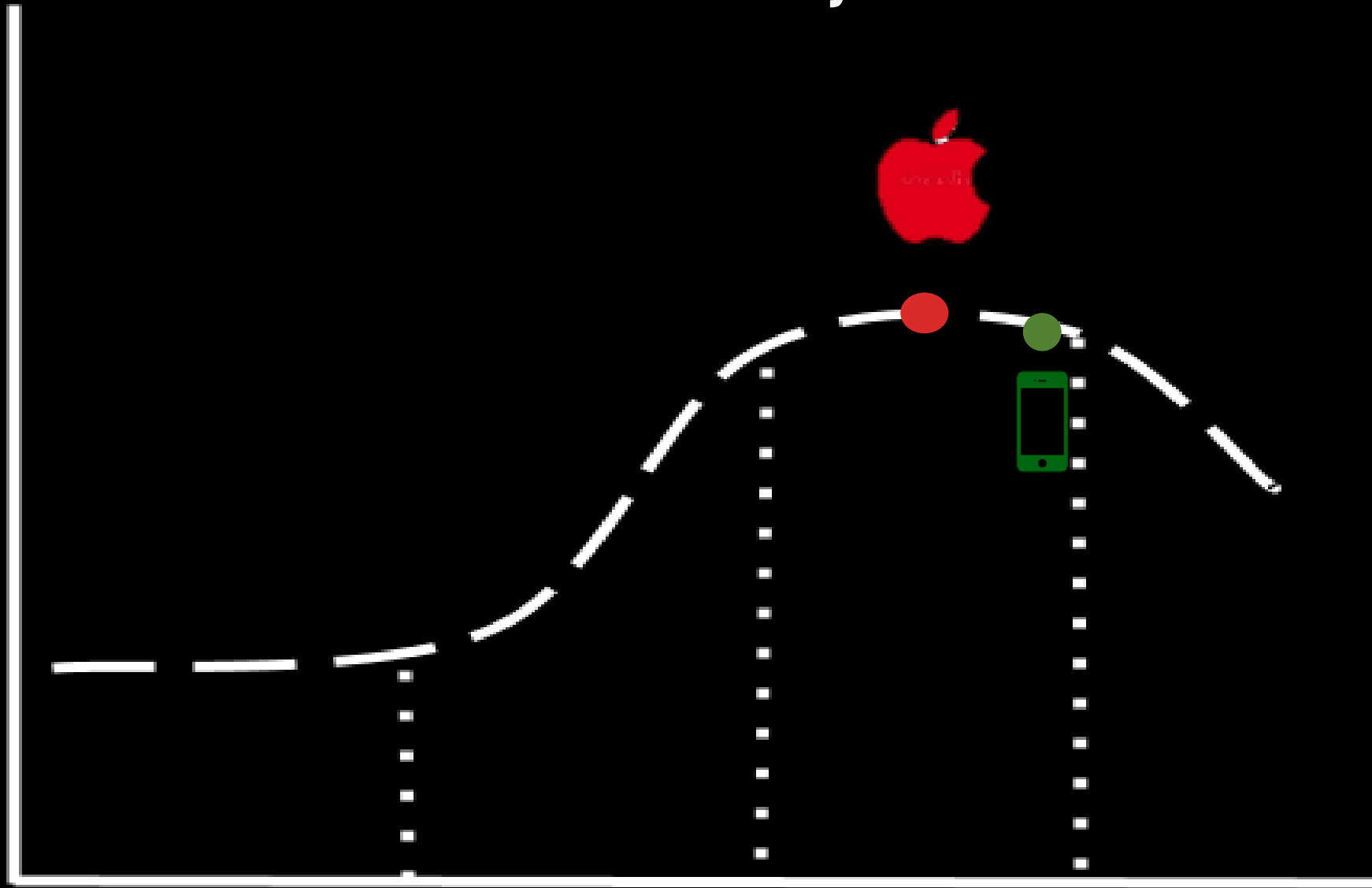


iPhone 13 Product Levels

- The iPhone 13 Pro offers a stable internet connection, call and message service, base applications, and the Apple signature, camera.
- This camera has become the mainstay of the basic functions offered by an iPhone cell phone, and Apple is characterized by having special control over the extra functions. This includes options for entertainment, organization, and simplicity.
- The iPhone 13 Pro is a new product from Apple, featuring improved cameras, storage, and battery life. It also offers a one-year warranty and can be purchased on the Apple website or in the official application.



Product life cycle



Connection With Clients

- The iPhone 13 Pro has better features that give the model an advantage in terms of graphics and photography. The iPhone 13 Pro is intended for people who want to have a powerful device capable of taking high-quality photos.
- Maslow's analysis suggests that an individual experiences many needs that can be prioritized.
- Apple stands out from its competitors by managing to generate a need that is not a need. Marketing exists in a context, and Apple's product meets a certain need for the targeted population.

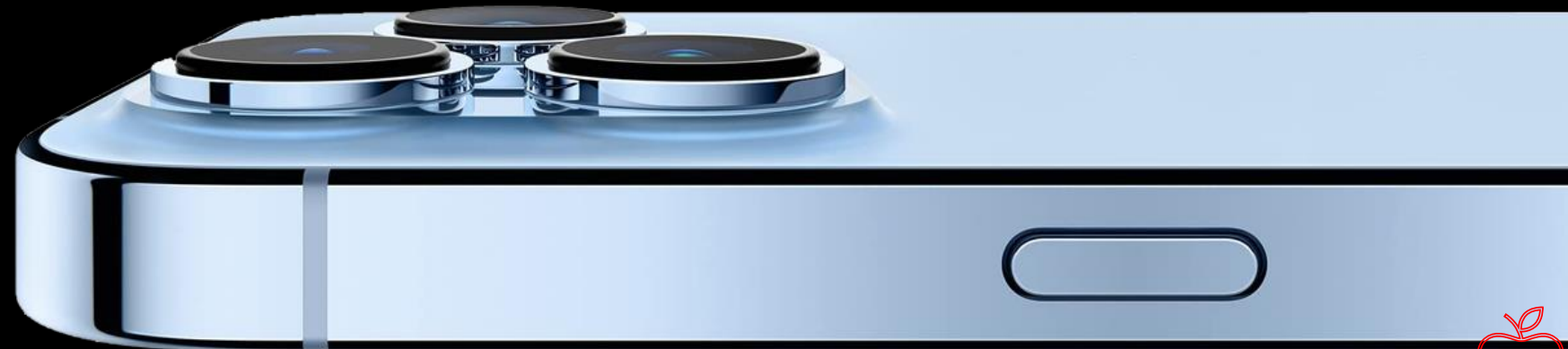


- The need to belong is satisfied by a process of membership, an activity, or symbols of belonging. The need for esteem corresponds to prestige, success, recognition, and social rank.
-

- Apple has targeted these needs first and foremost, making it the market leader today.
-

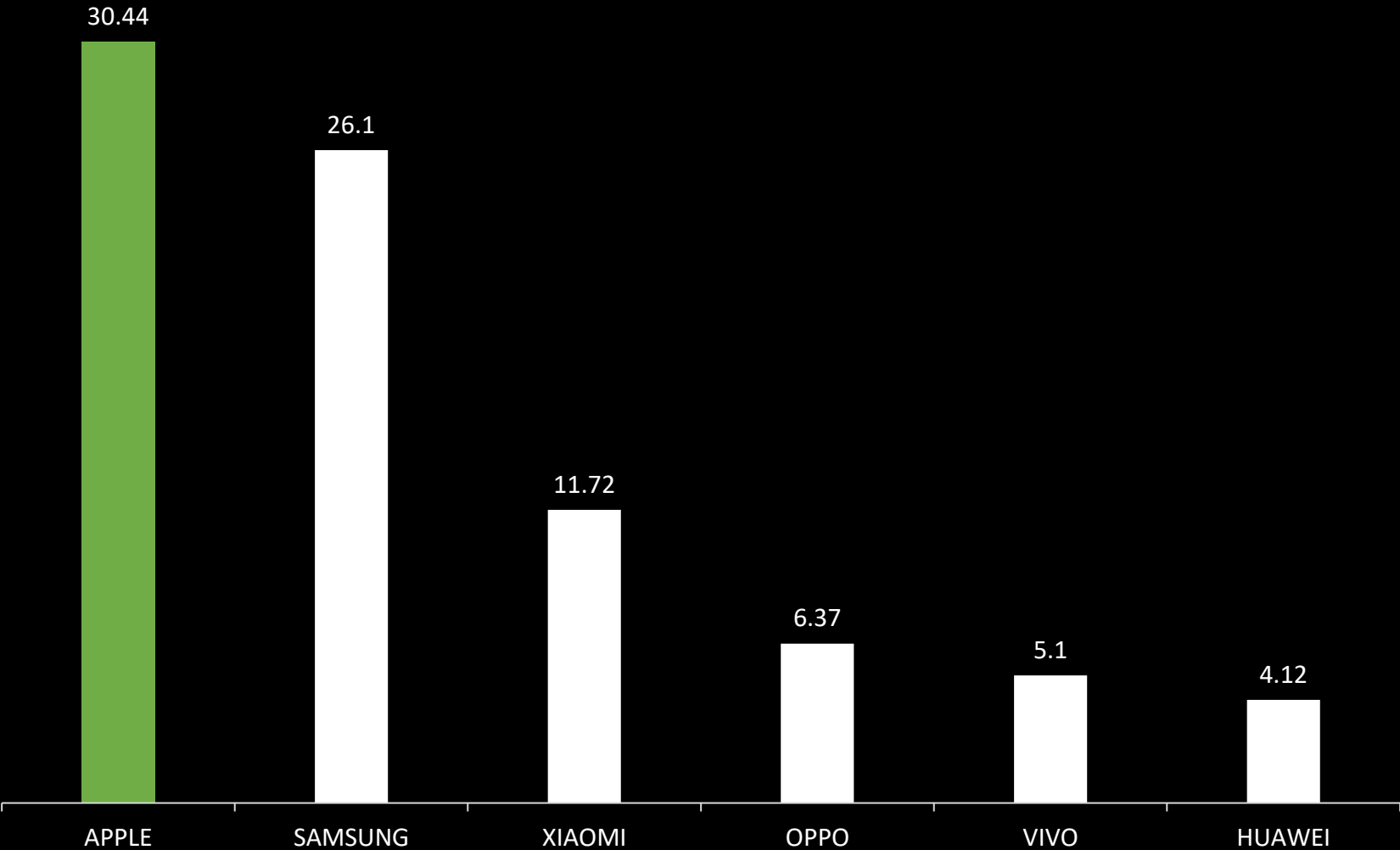
- Apple has chosen to have a short product range each year, which is an advantage for consumers. It positions itself at the top end of the market with its range of products.
-

**Connection With
Clients (2)**



Apple in Technology Market

Apple is a premium and cutting-edge brand that has established a reputation for providing high-quality, user-friendly, and innovative goods and services. Their pricing approach mirrors this posture, with Apple goods often costing more than competitors'. They also make sure to have a reduced stock to encourage the consumer to wait and desire. Apple is one of the leaders in the market of smartphones, with Samsung as their main competitor. Samsung's Galaxy series competes directly with Apple's iPhone lineup, providing a wide selection of smartphones powered by Android.



APPLE MARKETING STRATEGIES

Apple's iPhone marketing approach emphasizes its distinct capabilities and features, providing a smooth and intuitive user experience, and orchestrating events to generate hype, media coverage, and customer anticipation.



CONCLUSION

- Apple's iPhone 13 Pro exemplifies its commitment to continuous improvement, providing a comprehensive user experience and creating a sense of belonging and esteem among its consumers. It also defies the traditional stages of introduction, growth, maturity, and decline.
- Apple's success lies in its products and ability to create a community and convey a distinct brand identity. It embodies the brand's values of simplicity, innovation, and creativity while satisfying consumers' desire for a powerful and prestigious device.



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