

PROJECT REPORT

1. INTRODUCTION

1.1 Overview:

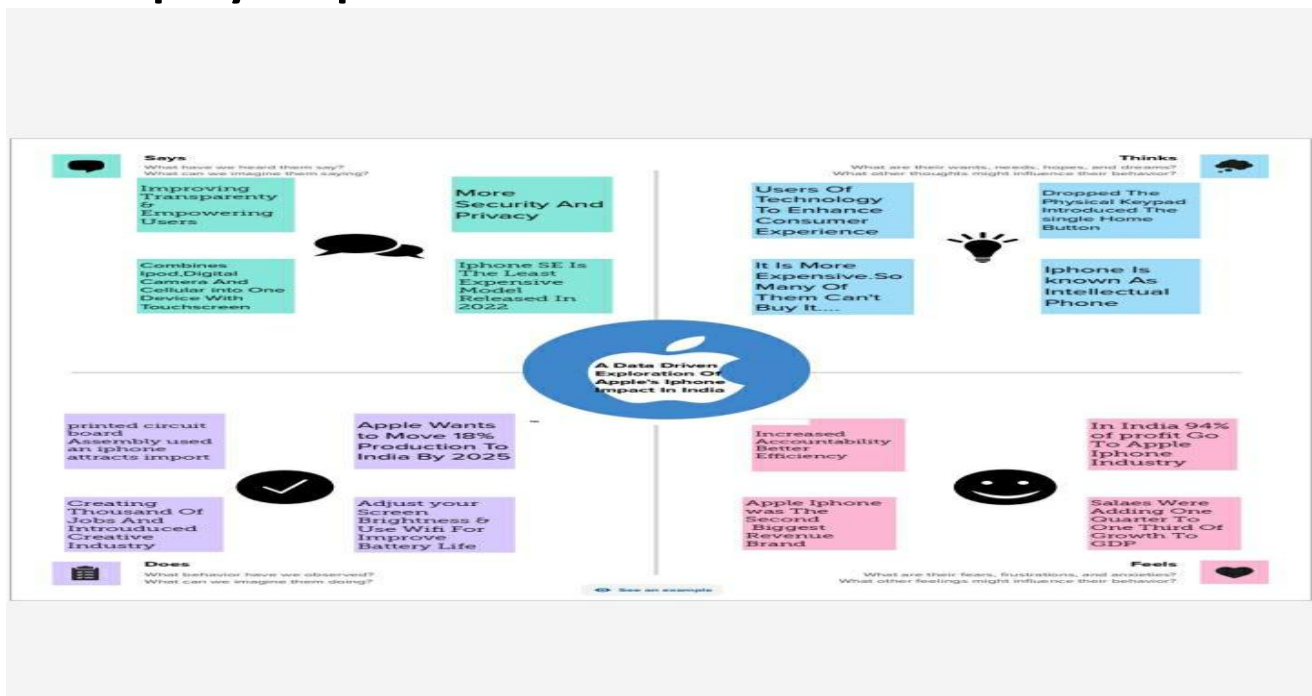
The project, “Apple Iphone Impacts”, is the Apple Inc designs, Manufactures and markets smartphones, tablets, personal computers and wearable devices. The company offers software Applications and related services.

1.2 Purpose:

The purpose of this project is to analyze the iphone is a smartphone made by apple that combines a computer, ipod, digital camera and cellular phone into one device with a touchscreen interface.

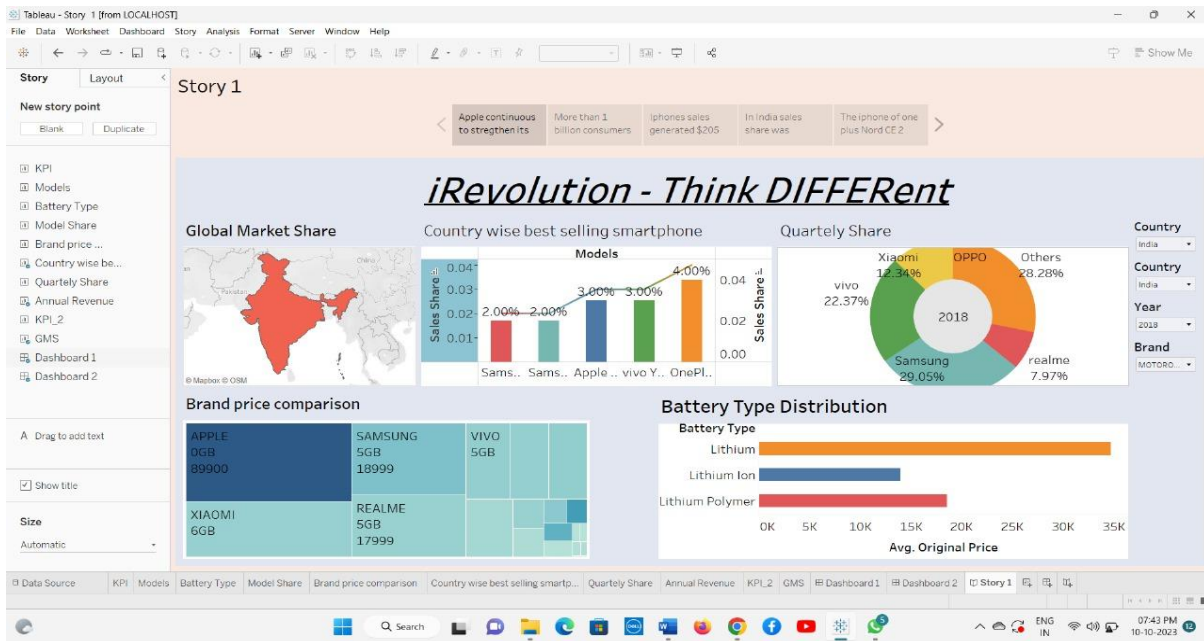
2. problem Definition & Design Thinking:

2.1 Empaty Map:



In this section, we present the culmination of our exploration of Apple's plan to manufacture the iPhone 14 in India could be a huge boost to India's ambitions. It is unlikely to lower the prices of these devices anytime soon. The iPhone has also created arguably as many new industries as it destroyed. The premium smartphone market in India has climbed tremendously from 0.8% of the total market in 2019 to 6.1% in the first half of 2023.

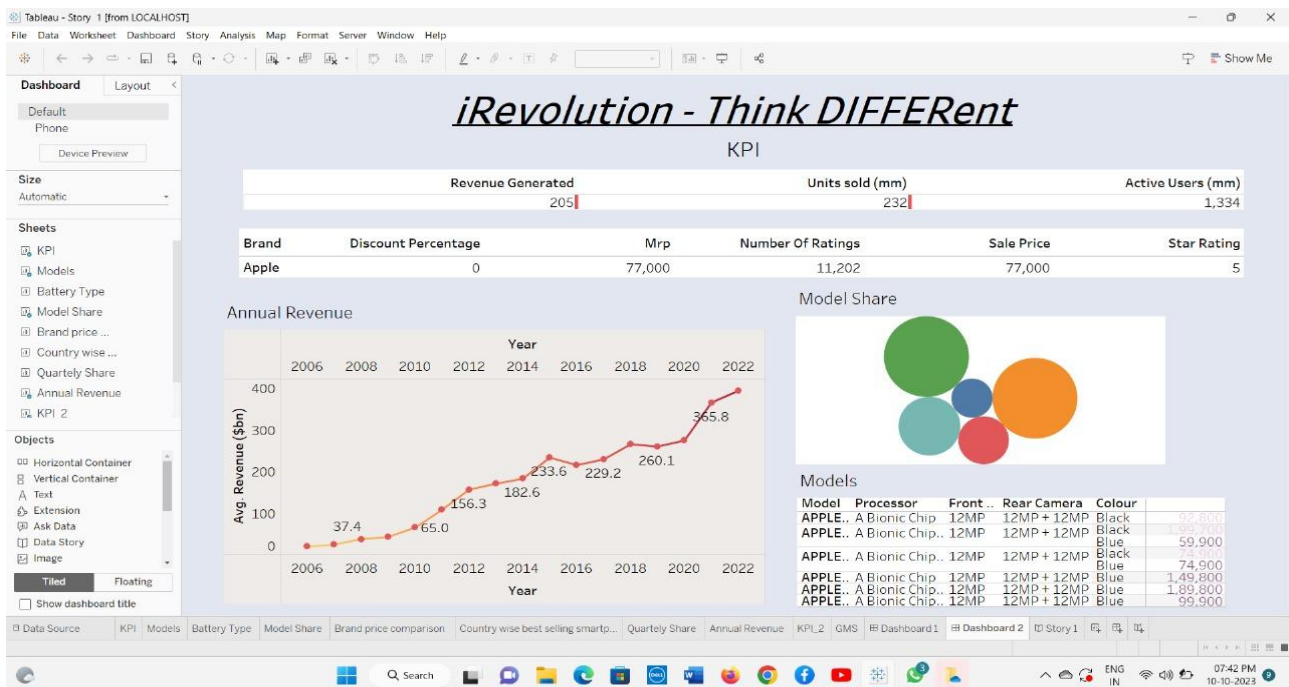
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DASHBOARD 2:

Link:

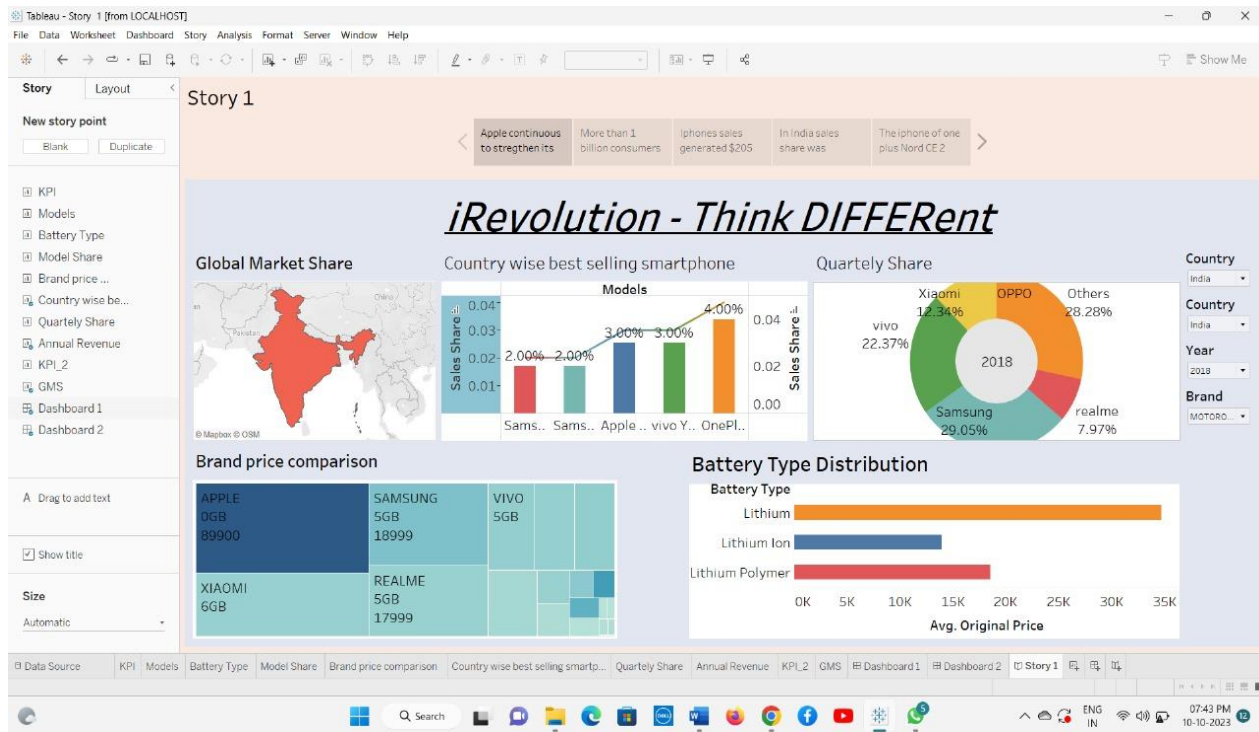
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STORY:

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4. ADVANTAGES & DISADVANTAGES:

Advantages:

- Fast processors for better performance.
- If flexibility or apps are important, go for Android.
- Apple makes product decisions driven by design rather than finance and marketing.
- Get directions, make purchases and control accessories in your home.
- Its devices are beautiful to look at and a pleasure to use.

Disadvantages:

- Highly – Priced products, entering areas of higher competitions, and incompatibility with other software.
- No expandable storage.
- Limited Customization.
- Iphones are renowned for having high sticker prices.

5. APPLICATIONS:

- ❖ Allow the Phone to perform specific tasks that the user wants or needs.
- ❖ A software component developed by Inc.
- ❖ Provides a more personal way to shop for the latest Apple products and accessories.
- ❖ A proprietary mobile operating system that runs on mobile devices such as the iPhone and iPad.

6. CONCLUSION:

In Conclusion, Apple Inc has a long development history. The various strategies have contributed much to the rapid and successful development. The iPhone is a great example of a corporation making what the consumer wants in a global market.

7. FUTURE SCOPE:

- ❖ The iPhone could evolve into a hub for smart glasses and other devices.
- ❖ Make every product carbon neutral by 2030.

- ❖ Apple is forecasted to grow earnings and revenue by 6% and 6% per annum respectively.