

The Business Model Canvas of Apple

Designed for:
DBAS2104

Designed by:

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Documentation:
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Key Partners 1 Manufacturers (Hardware, Product Assembly) 2 Software developers (iOS, macOS) 3 Content providers (Apple music, Apple tv, App store) 4 Retail partners (Data providers, Tech Companies)	Key Activities Research and Development (R&D) Design Supply Chain Management Marketing and Branding Software Development Customer Service and Support Retail and Online Store Management Intellectual Property Management	Value Propositions 1) unique - they are really emphasizing the "Think Different" slogan back in 2000 by excellence in design, focus on user experience, and brand loyalty towards its customers. 2) superior quality - the quality, durability, and craftsmanship of their products are found highly satisfactor by customers. 3) Seamless integration - most apple products such as iphone, ipda, mac, or apple watches interact with each other seamlessly without big disruptions. further more they have facilitated features like icloud and airdrop that can be used with other products. 4) brand image and status - owning an Apple product can be perceived as a symbol of innovation, creativity, and adherence to societal norms. 5) extra services - icloud storage, apple music, itunes, and apple care	Customer Relationships 1 Brand loyalty (Apple EcoSystem, Customer service, quality, design) 2 Customer support (Online, Physical, certified Technicians) 3 Community engagement (Feedback forums, Events, Developer confrences) 4 Innovation (Regular updates, Hardware upgrades, software upgrades)	Customer Segments Mass Market Programmers Designers Artists Tech enthusiasts
	Key Resources Brand Reputation Human Resources Intellectual Property Physical Assets Technology Infrastructure Supply Chain and Logistics Network Capital Customer Base		Channels CHANNEL PHASES 1. Website 2. Social media 3. Apple stores 4. Tech Retailers 5. app store 6. Itunes 7. Apple TV	
Cost Structure Cost of Goods Sold: cost of products, product development, after-sales service, advertising fee Operating Expenses: Online Server maintenance, software maintenance and updating Legal fees			Revenue Streams Product sales: hardware products such as iPhones, iPads, and Macs. Service: commission from App Store, Apple Pay. Subscriptions from iCloud Licensing and advertising	

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Designed by: Business Model Foundry AG (www.businessmodelgeneration.com/canvas)

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Excel implementation by: Neos Chronos Limited (<https://neoschronos.com/>)

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