

## [APPLE MARKETING PLAN](#)



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### **Apple Marketing Mix**

After obtaining financing for the development of Apple II, the Apple Computer Company was formed in 1970. As the growth of home computer use grew, Apple grew with it.

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### **What is marketing definition and meaning**

The management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P's of marketing: (1) identification, selection and development of a product, (2) determination of its price, (3) selection of a distribution channel to reach the customer's place, and (4) development and implementation of a promotional strategy.

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This project covers Huawei Marketing Plan with latest marketing analysis and competitive analysis. According to Definition of Marketing, Huawei is creating interest in its potential clients and customers to buy his products and services.

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### **Apple Inc Wikipedia**

Apple Computer Company was founded on April 1, 1976, by Steve Jobs, Steve Wozniak and Ronald Wayne. The company's first product was the Apple I, a computer single-handedly designed and hand-built by Wozniak,

and first shown to the public at the Homebrew Computer Club. Apple I was sold as a motherboard (with CPU, RAM, and basic textual-video chips), which was less than what is now considered a

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### **Apple Watch Wikipedia**

Apple Watch is a line of smartwatches designed, developed, and marketed by Apple Inc. It incorporates fitness tracking and health-oriented capabilities with integration with iOS and other Apple products and services.. Apple Watch relies on a wirelessly connected iPhone to perform many of its default functions such as calling and texting. However, Wi-Fi chips in all Apple Watch models allow the

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