Apple

Team Name: Team Tangerine

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Step 1 - Define your vision

“To make the best products on earth, and to leave the world better than we found it.”

Step 2 - Set your goals and objectives for the business

“Our goal, in a nutshell, is to obtain stellar products and services within tight timeframes, at a cost that represents the best possible value to our customers and shareholders.”

Step 3 – Define your unique selling proposition

“The phone should just be more than a collection of features.”

* Simplicity
* Privacy

Step 4 – Know your market

* Catered towards accessibility
* Convenience
* Apple claimed a 14.1 percent share of the market in the second quarter of 2021, a drop from the previous quarter. A decline from Q4 of a given year to Q1 of the next is typical for the Apple sales cycle and was still enough to put Apple in second place in terms of global smartphone market share, driven by the successful launch of the iPhone 12.

Step 5 – Know your customer

* The younger
* Wealthier
* 64% men, 36% women
* Ages 25 - 40

Step 6 – Research the demand for your business

* We expect demand for mobile phones to grow by 12% in 2021, almost reaching the levels seen in 2019, with smartphones sales outpacing 2019 by a good 4%.

Step 7 – Set your marketing goals

Chart

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Step 8 – Define your marketing strategy

“Brand Awareness: Apple is one of the most popular brands in the world. The company’s consistent marketing and advertising is one of the reasons why the brand is known by many.”

* Product connection
* Privacy
* Live-streamed events (monthly)
  + New products / updates

Sources:

<https://www.apple.com/>

https://www.apple.com/procurement/

https://www.ccsinsight.com/blog/mobile-phone-slips-in-2020/  
https://www.counterpointresearch.com/us-market-smartphone-share/