

# Product Mix of **Apple**

Presented by  
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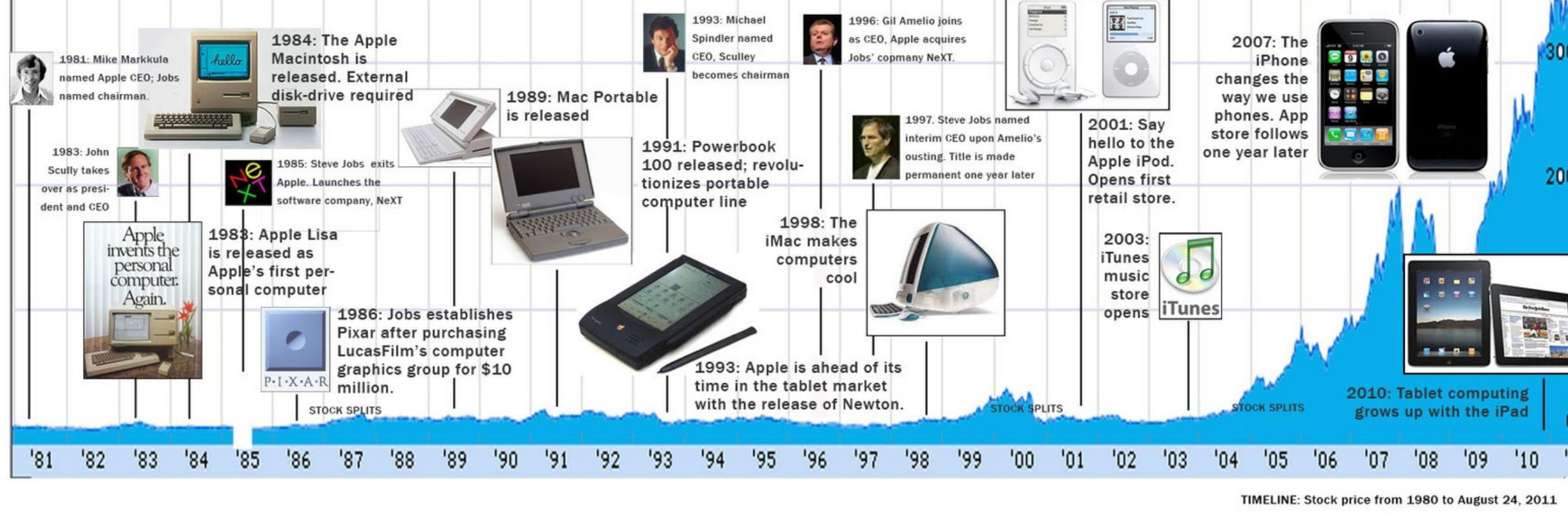




Marketplace®

## An Illustrated History of Apple

Apple Inc. was incorporated in 1977 by Steve Jobs, Steve Wozniak and Ronald Wayne, a year after the release of the company's first computer, the Apple I personal computing system. That year, Michael M. Scott was brought on as Apple's first president, and the company released its popular Apple II. By 1979, Apple had more than 250 employees and had moved its operations to Cupertino. In 1980, the Apple III hit the street and so did Apple the company, going public on the NASDAQ stock exchange. The following is a pictorial timeline of Apple's major product releases and notable changes in management plotted against its stock price.

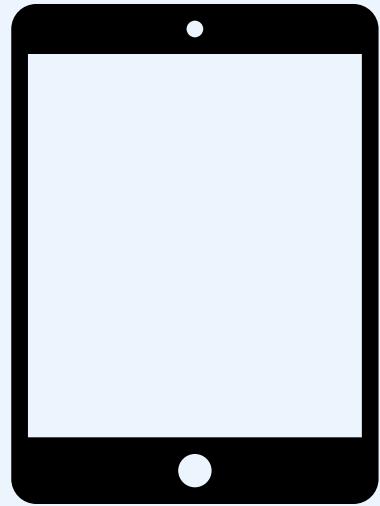


## TIMELINE

# Overview of product history

Apple Inc. was a little start-up in Los Altos, California before it became one of the world's wealthiest firms. Steve Jobs and Steve Wozniak, co-founders and college dropouts, sought to create the world's first user-friendly personal computer. Their work transformed the computer industry and altered the face of consumer technology.

Apple, along with other tech behemoths such as Microsoft and IBM, helped make computers a part of everyday life, ushering in the Digital Revolution and the Information Age.





## OVERVIEW

# Apple's Marketing Strategy

The product mix of a corporation contains the strategies and methods used to carry out a strategic plans. The product mix focuses on the four Ps: product, pricing, place, and promotion.

Apple employs a premium branding strategy in the development of its product mix. This strategy focuses on the premium brand and ensures that all four Ps contribute to the preservation of a strong brand image.

Thus, the product mix encompasses all marketing and commercial techniques that surround a company. Let us understand more about Apple's marketing mix.

## MARKETING STRATEGY

# Product mix

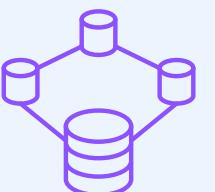
A product mix is the total number of product lines and individual products or services offered by a company. Additionally referred to as product assortment or product portfolio. Product mixes vary from company to company. Some have multiple product lines with lots of products in each line. But others are much more limited.



### Width

Total number of product lines a company offers.

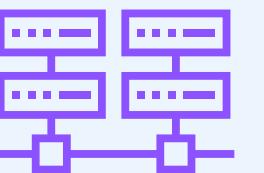
ex.: iphone, ipad, iwatch, macbooks



### Depth

Total number of product variations in a product line.

ex.: iPhone mini, iPhone, iPhone Pro



### Length

Total number of products in a company's product mix.

ex.: iPhone versions like 11,12,13,14



# Marketing strategy of Product

Apple's marketing is so effective, that it has become a benchmark for other companies who want to achieve the same global popularity, revenue growth and staying power.



## Product Presentation

Apple Keeps Its Product Presentation and Marketing Simple



## Target Audience

Apple Knows Its Target Audience and How to Reach Them



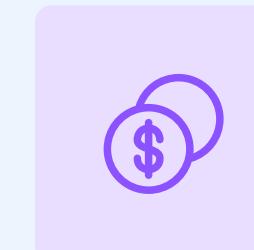
## Customer Experience

Apple Provides A well-appreciated Customer Experience



## Mystrey and Hype

Apple Creates Mystery and Hype Around the Product



## Loyal Users

Have a Community of Loyal Users or Customers



## Value of Products

Consider the Value of the Products

# Product

According to Forbes, Apple Inc. is one of the world's most valuable brands, which comes as no surprise given that Apple has a brand value of \$263 billion and has also been named the winner of the CMO Survey Award for Marketing Excellence for the past ten years in a row. This is because Apple has consistently built marketing excellence on its core disciplines, which other companies can learn from and apply.

## Simple Product Presentation

- Through their products, Apple adheres to the notion that less is more; they do not overload their target clients with too many alternatives, possibilities, or even criteria.
- Apple lets its goods speak for themselves, with simple marketing and imagery. They are certain that their products will sell without the need for costly ads.
- This strategy can also be seen in their logo, which is a simple apple with a missing corner, and their retail stores, which are designed for testing and checking out the products rather than simply purchasing the boxes.
- This is part of their brilliance in content marketing where they produce high tech products without high tech terms. These don't just convey specifications and features, but rather how the product can change your life and make it better.

## Mystery and Hype

- When a firm introduces a new product to the market, the marketing department usually reveals details and information about the new product. The rationale for this is to inform customers everything they need to know about a product in order to get them enthusiastic and develop anticipation. Apple, on the other hand, adopts a new and distinct strategy to create excitement by withholding information about new goods as they tease it out.
- This is why one of Apple's strongest marketing strategies is to create mystique around product debuts. It is a clever approach because it makes the target audience curious, encouraging them to search for more information and share everything they discover about the product.

## M A R K E T I N G   S T R A T E G Y

# Place

Apple has rigorous rules about who can sell (distribute) their items. Apple authorises certain establishments to sell their goods in order to maintain control over distribution. This promotes exclusivity, which may limit accessibility, but it also strengthens their products' high-end image. Apple has lower distribution expenses as a result of its exclusivity and is able to invest in other areas such as product innovation.



## Apple Stores

### PHYSICAL SUBSIDIARY

Apple Store is a subsidiary that operates physical or brick-and-mortar stores that sell the company's products, along with related products from other manufacturers. For example, these stores sell MacBooks, as well as peripheral devices from other companies.



## App Store

### AND ONLINE WEBSITE

Aside from these brick-and-mortar stores, customers can buy products through the company's website and online stores (e.g., App Store) for desktop and mobile. These online distribution channels help Apple optimize its international market reach.



## Authorized retailers

### SUCH AS TELECOM COMPANIES

These resellers operate stores that offer consumer electronics and accessories in various strategic locations, such as key shopping malls in different markets around the world. Such resellers include large retail firms like Walmart and Best Buy, which is a major consumer electronics retailer.



## MARKETING STRATEGY

# Promotion

Apple sells their products with commercials and print advertisements that emphasise how their products vary from competitors. Commercial advertisements run when a product is first introduced, and print advertisements continue throughout the product's existence. Ads typically use white backdrops to contrast the sleek black of their goods (iPhone, iPad, and so on) and logo, or an inverse with black backgrounds and white text with a white logo.

### Ads of product

Ads are brief and to the point, usually focused on a single significant characteristic of the product. They keep fans interested and provide information on upcoming products.

### Yearly keynote

The yearly keynote addresses are an important part of Apple's promotion. These events have not only become a part of Apple's general promotion, but have also become a part of their brand and image.

## MARKETING STRATEGY

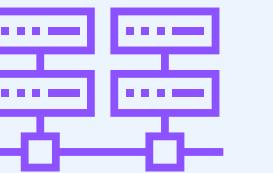
# Pricing

Apple charges a premium for their products. Customers are willing to pay a greater premium for their items because of the innovation and technology in them.



### Fixed price, no sales

- Apple rarely has sales on its products, and the price is normally fixed and does not change until a new model is announced.
- However, apple attracts the students by giving educational pricing for all university students for certain period of time like on commencement of the new semester.



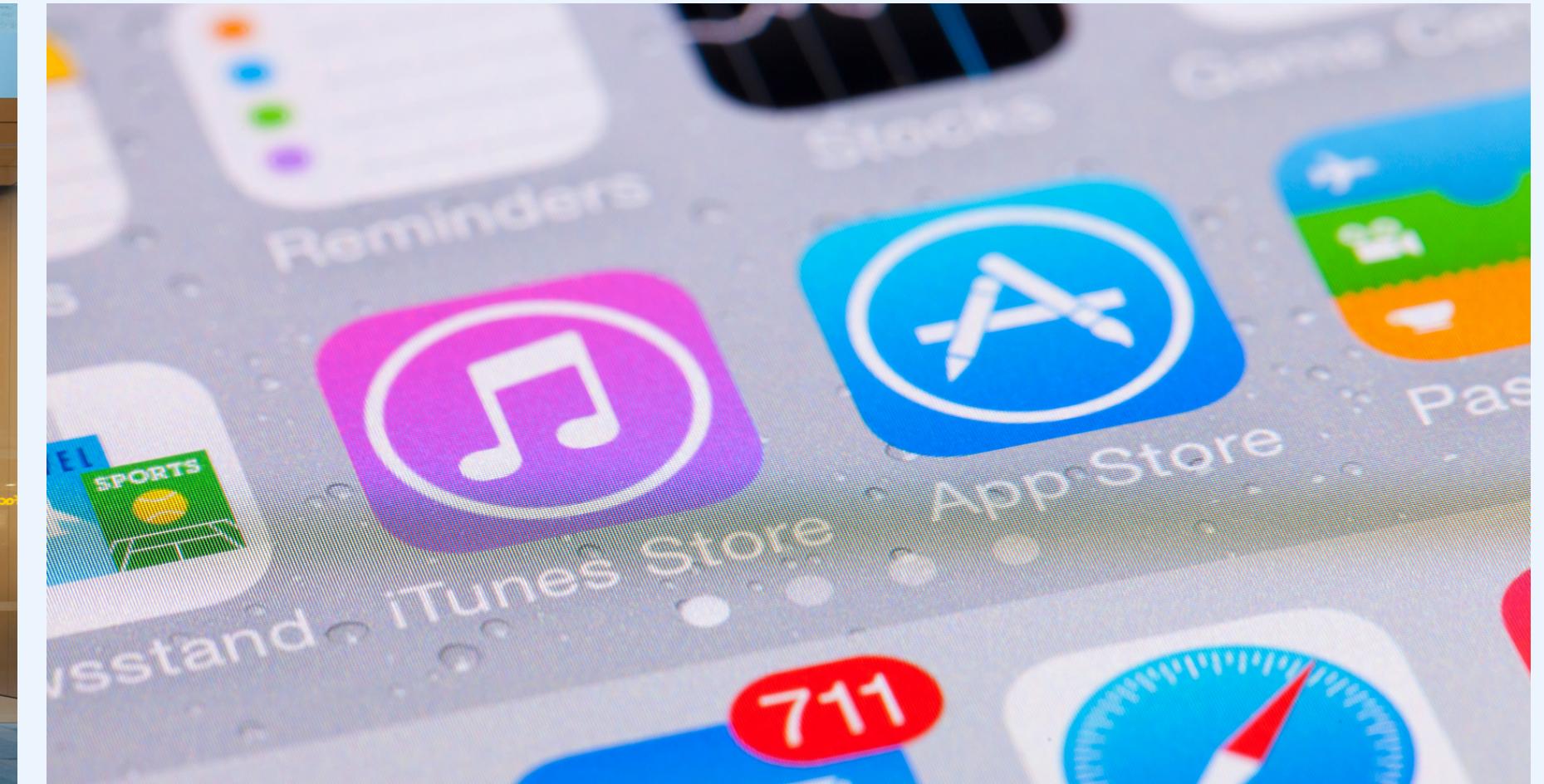
### Premium price

- Premium price strategy attracts middle- to upper-class consumers and contributes to Apple's premium image.
- In this freemium pricing scenario, some products from Apple Inc. are offered without charge, but users must pay to access more sophisticated or superior features. For instance, the business provides 5 GB of free iCloud storage. Customers must, however, pay a recurring fee to upgrade their iCloud accounts' storage capacity.





# Apple Product Mix





# Thank You

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