

# 1. INTRODUCTION

## 1.1 Overview

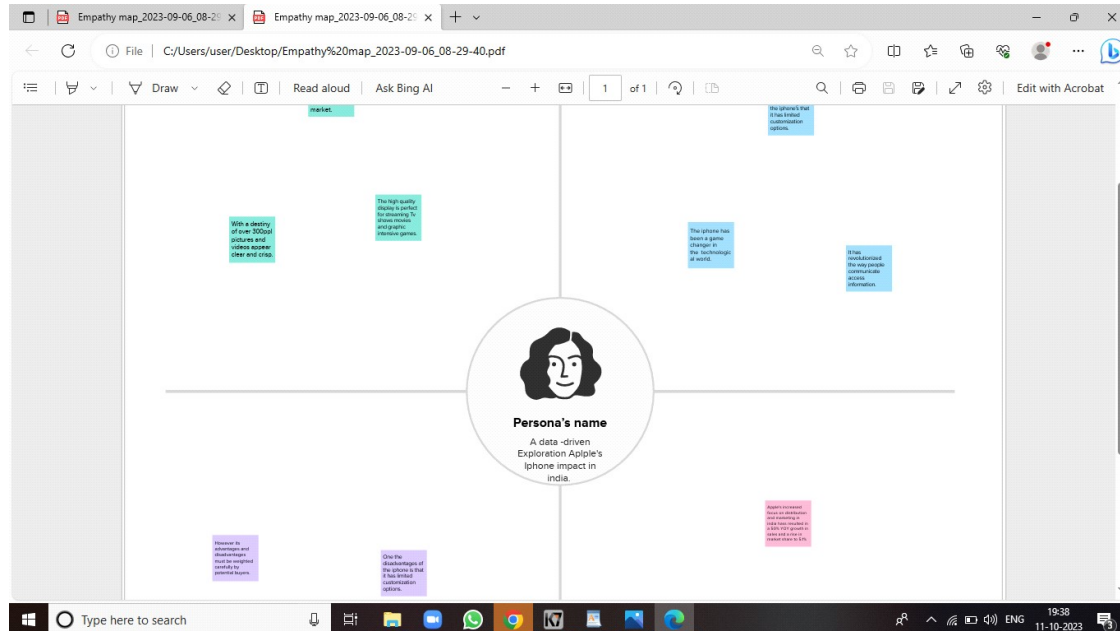
Apple's decision to manufacture iPhones in India is a robust alignment with the Indian government's 'Make in India' initiative. By engaging local suppliers like Foxconn and Wistron, Apple is contributing to the nation's industrial growth, including technological innovation, and creating thousands of jobs.

## 1.2 Purpose

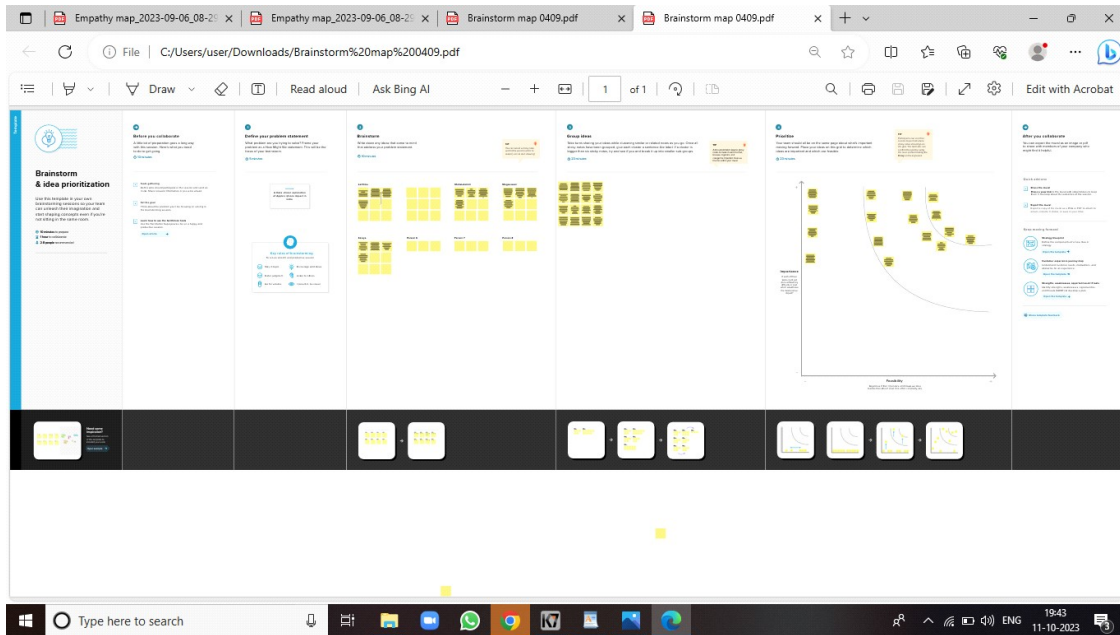
iPhone manufacturing in India allows Apple to bypass hefty import duties, thereby reducing the cost of the product for the Indian consumer. This move makes the brand more accessible to a broader demographic within the country, where price sensitivity is a key factor in consumer decisions.

# 2. PROBLEM DEFINITION & DESIGN THINKING

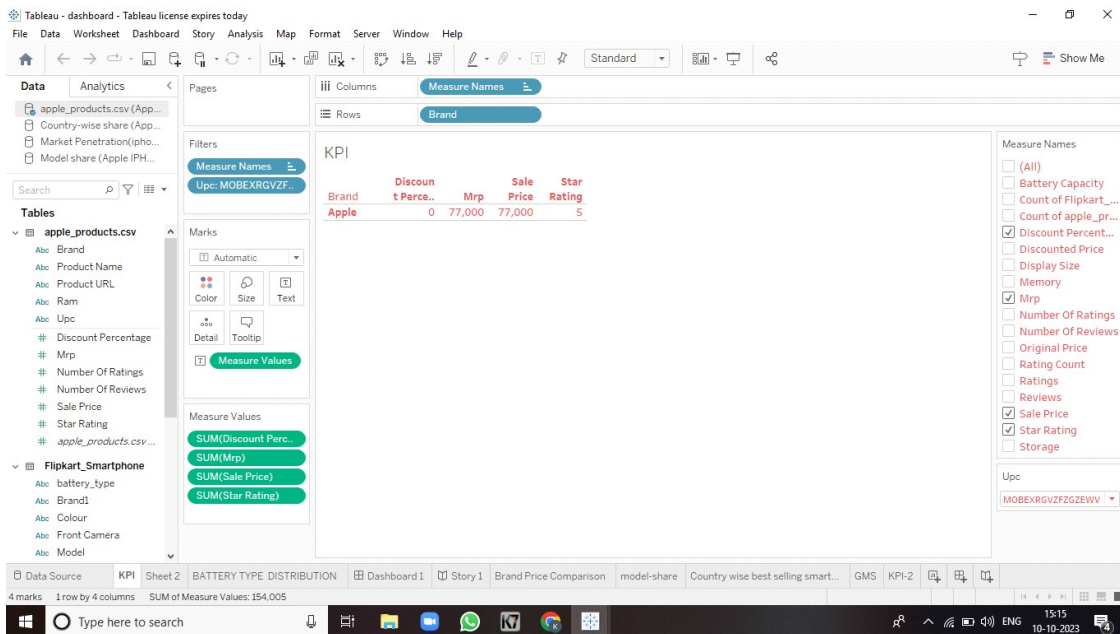
## 2.1 Empathy Map

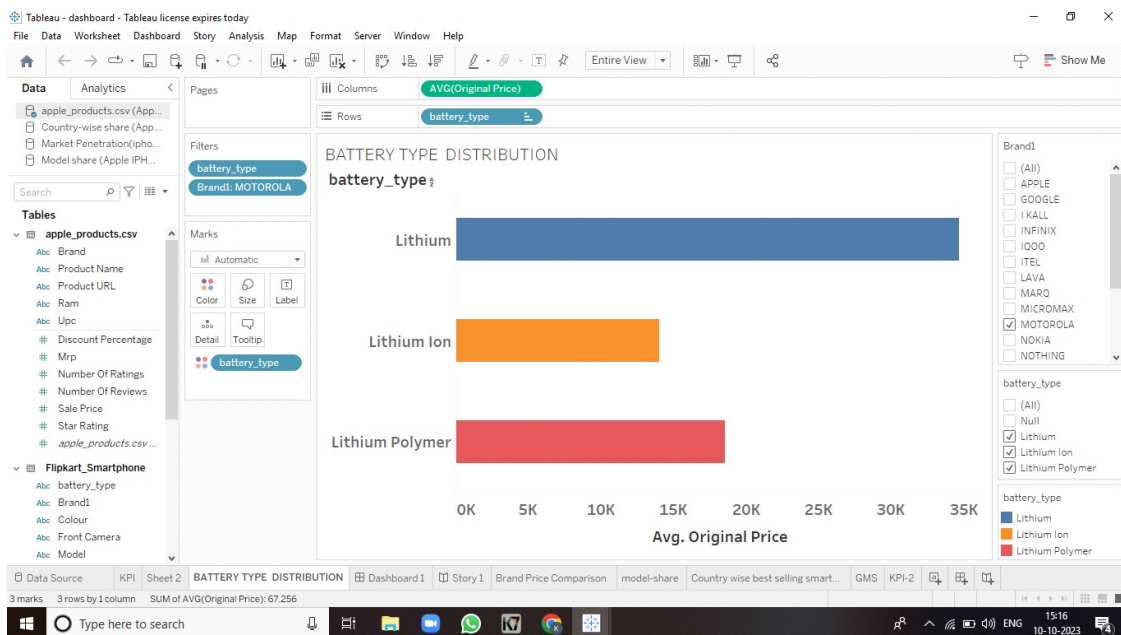
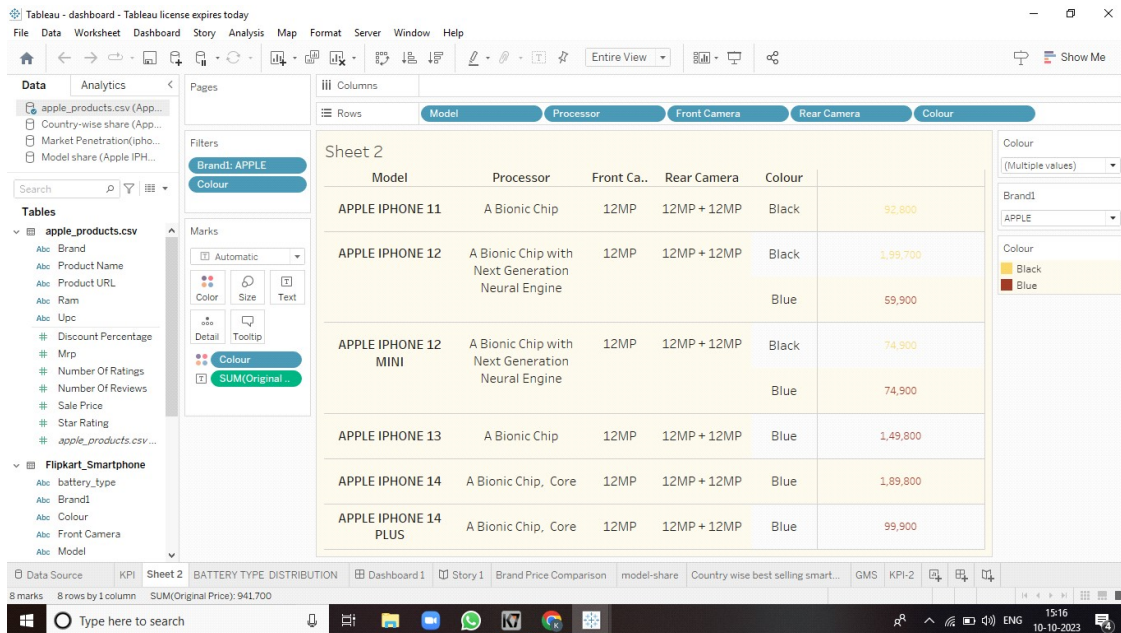


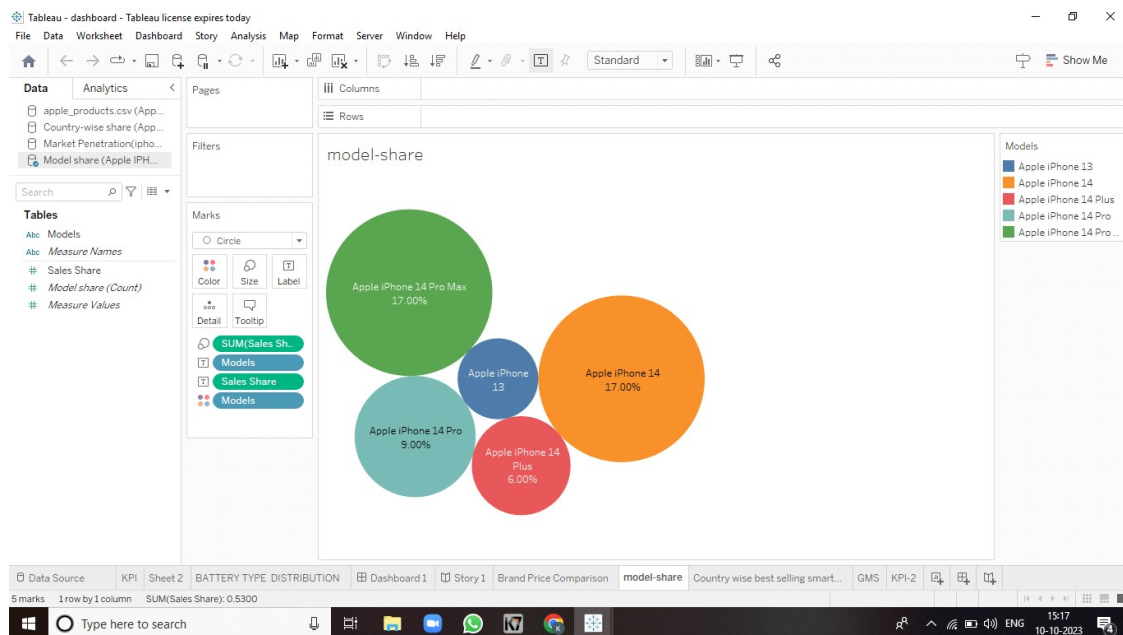
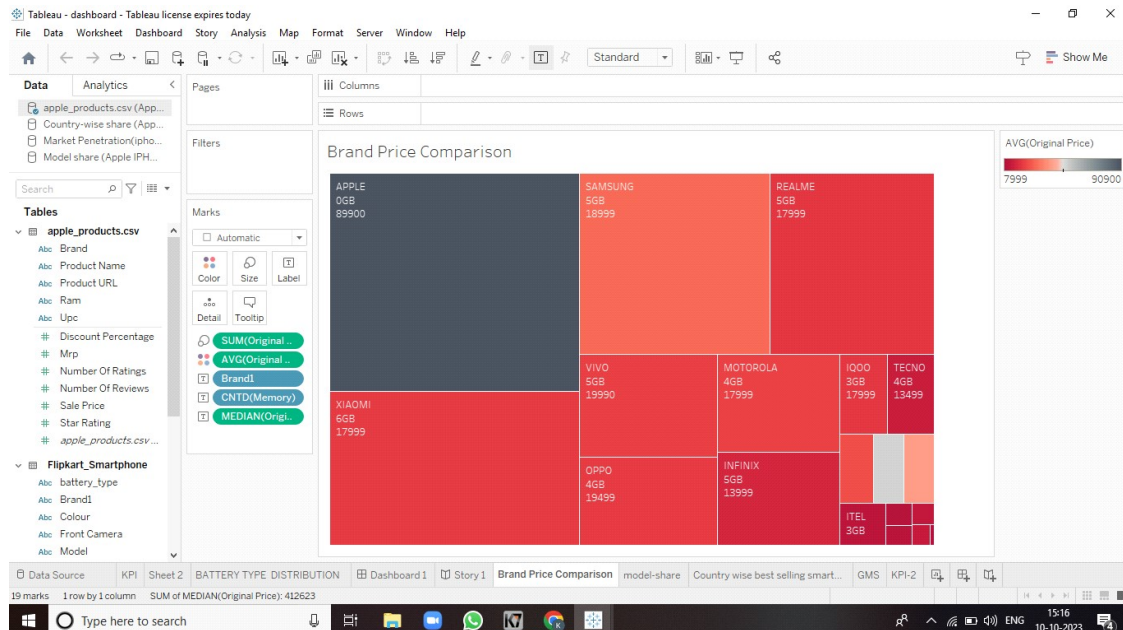
## 2.2 Ideation & Brainstorming Map

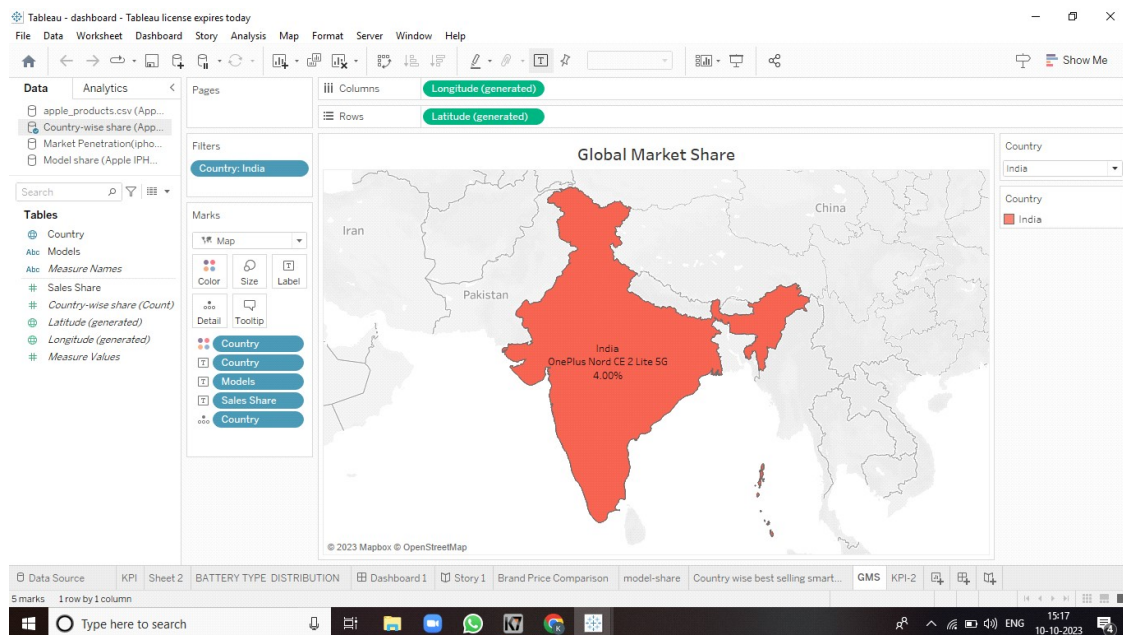
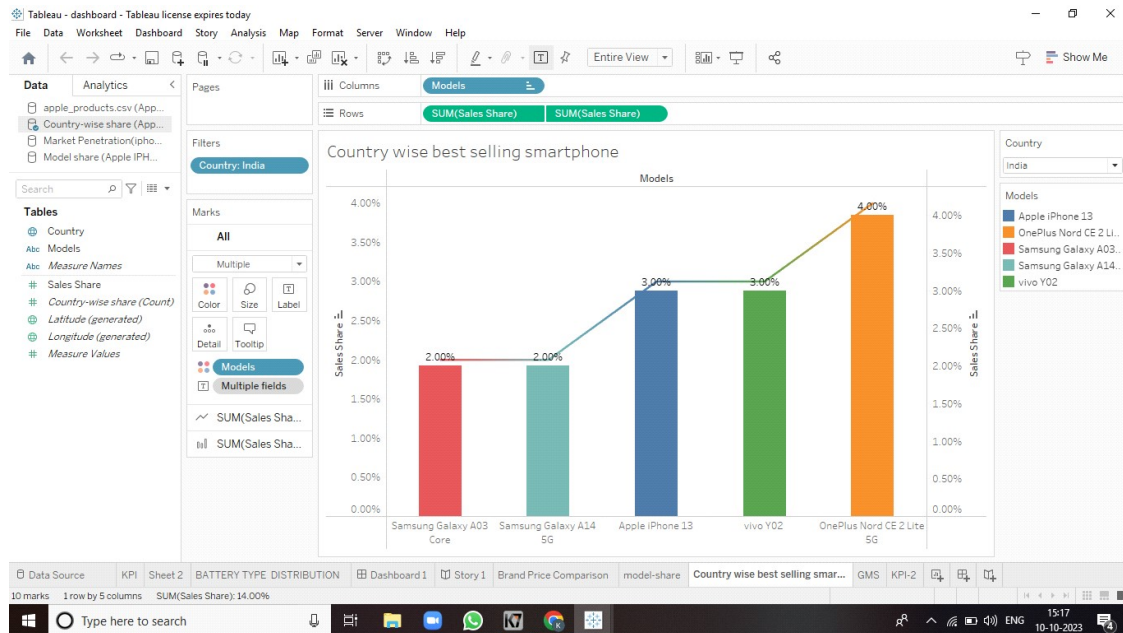


### 3. RESULT

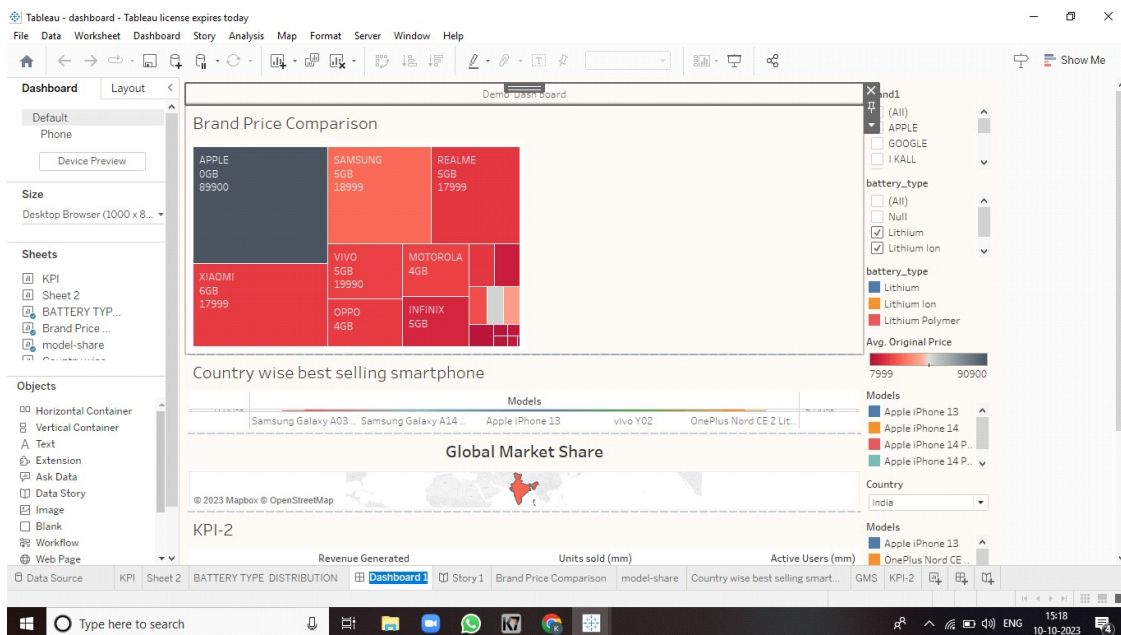
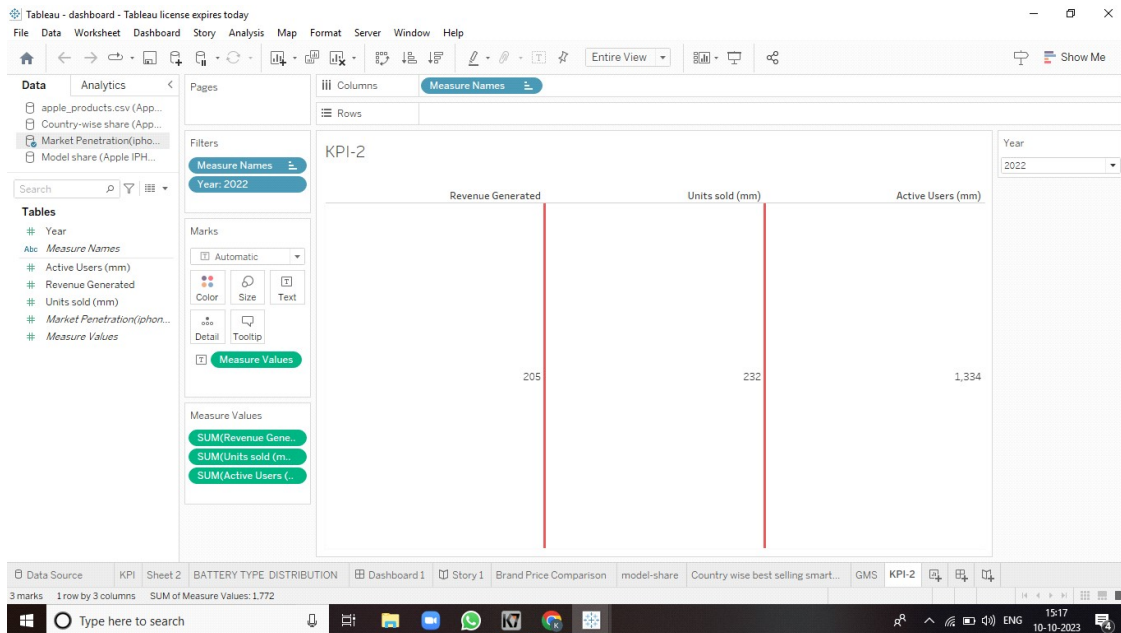


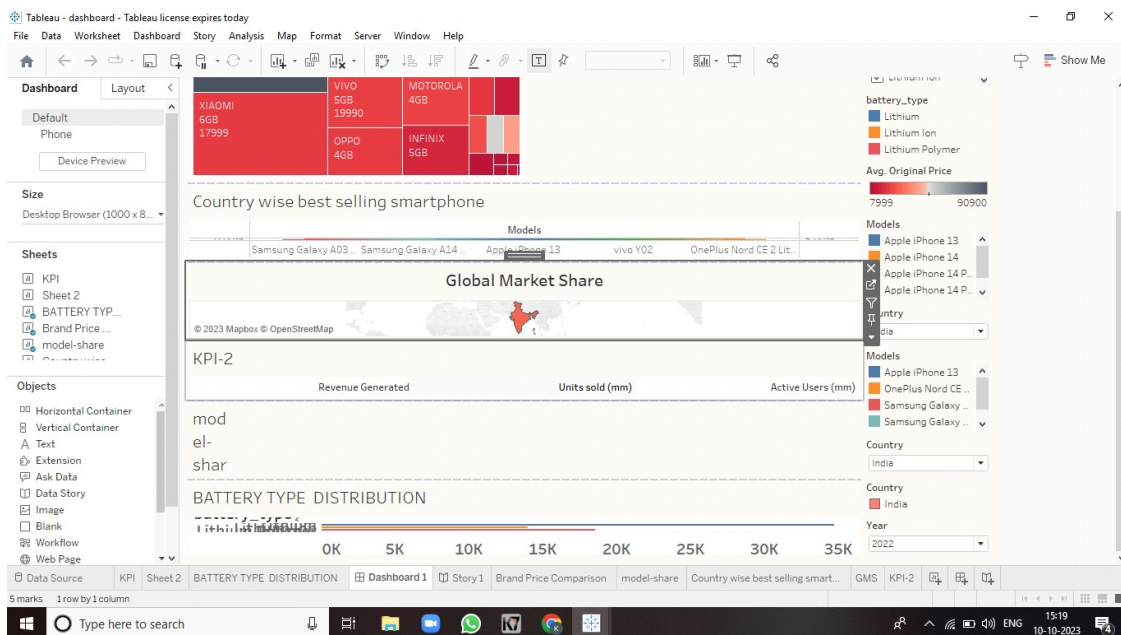
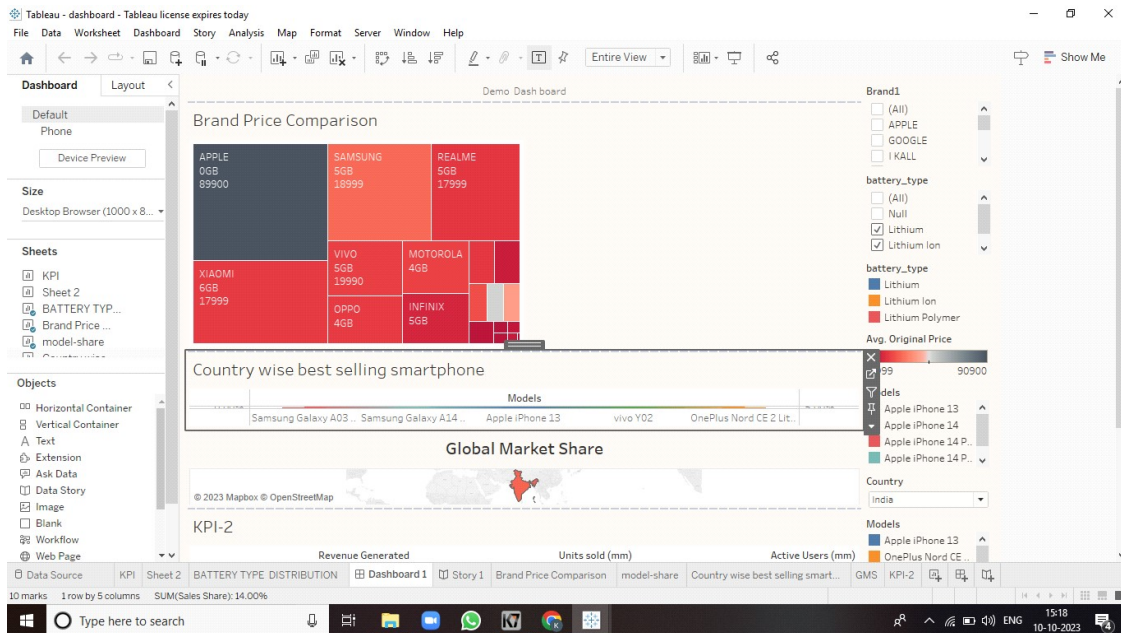


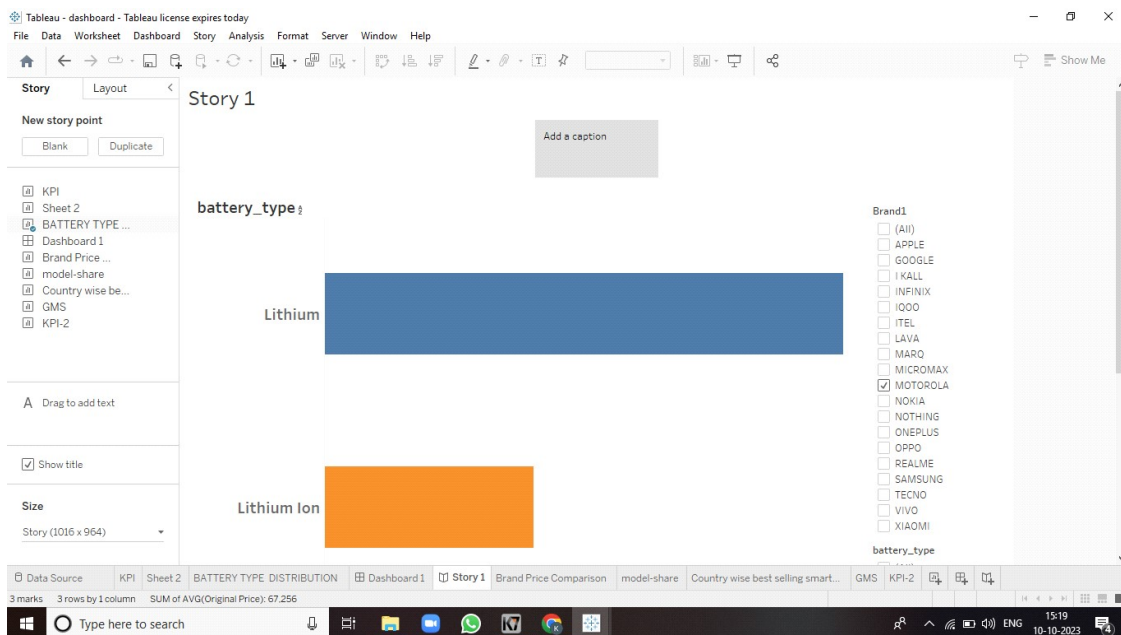
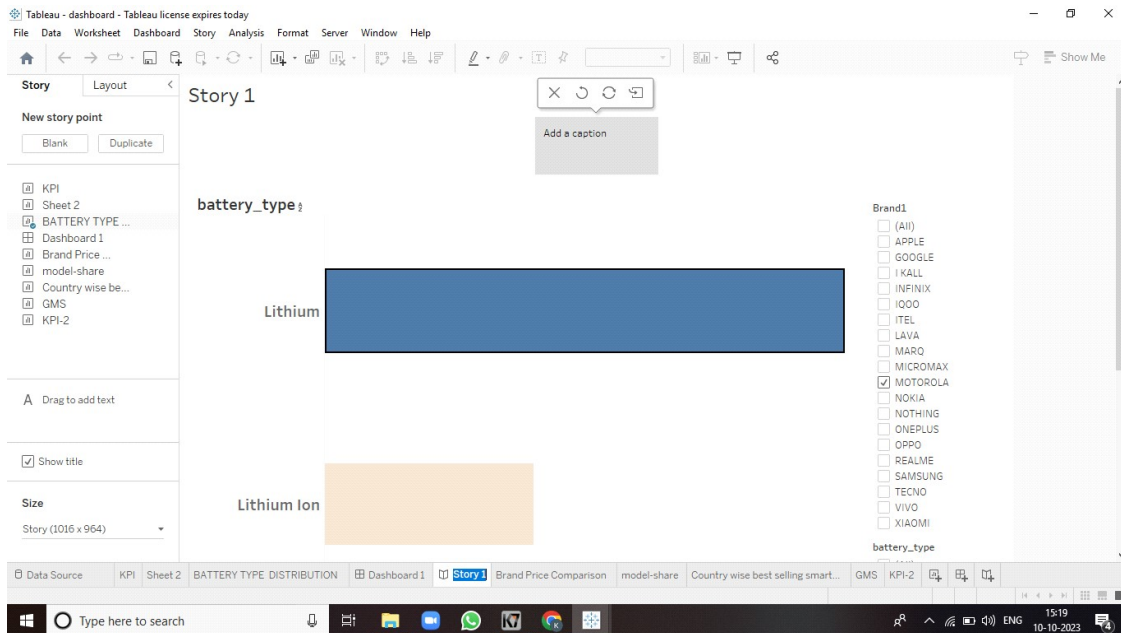




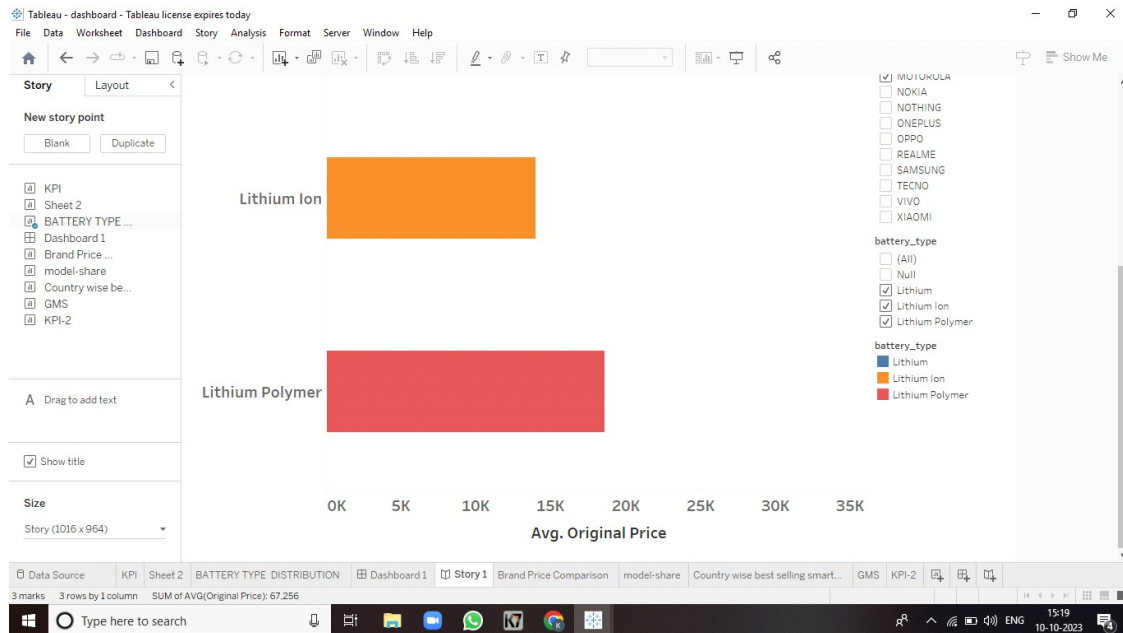












#### 4. ADVANTAGES & DISADVANTAGES

Advantages of the iphone:

1. The iphone has an intuitive user interface that makes it easy to navigate. The touch screen interface is easy to use, and the iphone's smooth operating system is simple to learn and use.
2. The iphone's Retina display is one of the best in the market . With a density of over 300ppi , pictures and videos appear clear and crisp. This high -quality display is perfect for streaming TV shows, movies, and graphic-intensive games.

Disadvantages of the iphone

1. The iphone is one of the most expensive smartphones on the market . High-end models can cost over \$ 1000, which makes it a luxury item for many people.
2. The iphone's batteries are non-removable, which means that users cannot replace them. This can be a disadvantages ofor people who rely heavily on their phones and have to replace them regularly.

#### 4. APPLICATIONS

A mobile application , most commonly known as an app, is a kind of application software intended to run on a mobile phone, for example, a smartphone or tablet PC. Mobile applications often serve to furnish clients with comparable

administrations to those on PCs.

## 6. CONCLUSION

The Apple iPhone has successfully been able to satisfy the need for a portable yet powerful device, that allows the user to access information quickly and efficiently. First an environmental scan helped us see some upcoming opportunities and threats for Apple Inc., such as developing countries growth.

## 7. FUTURE SCOPE

"Apple has planned to increase production in India to over \$ 40 billion in the next 4-5 years. It has crossed \$ 7 billion in the last fiscal," a government official quoted by the news agency said. Apple is already manufacturing iPhones in India and has plans to start manufacturing AirPods from next year.