

Project report

1.Introduction

1.1 Overview

Apple has a special chance to increase its market share and develop a significant presence in India thanks to the country's large population and rising smartphone adoption. Each new iPhone model unveiling generates excitement and anticipation among Indian buyers. By utilizing the plethora of information

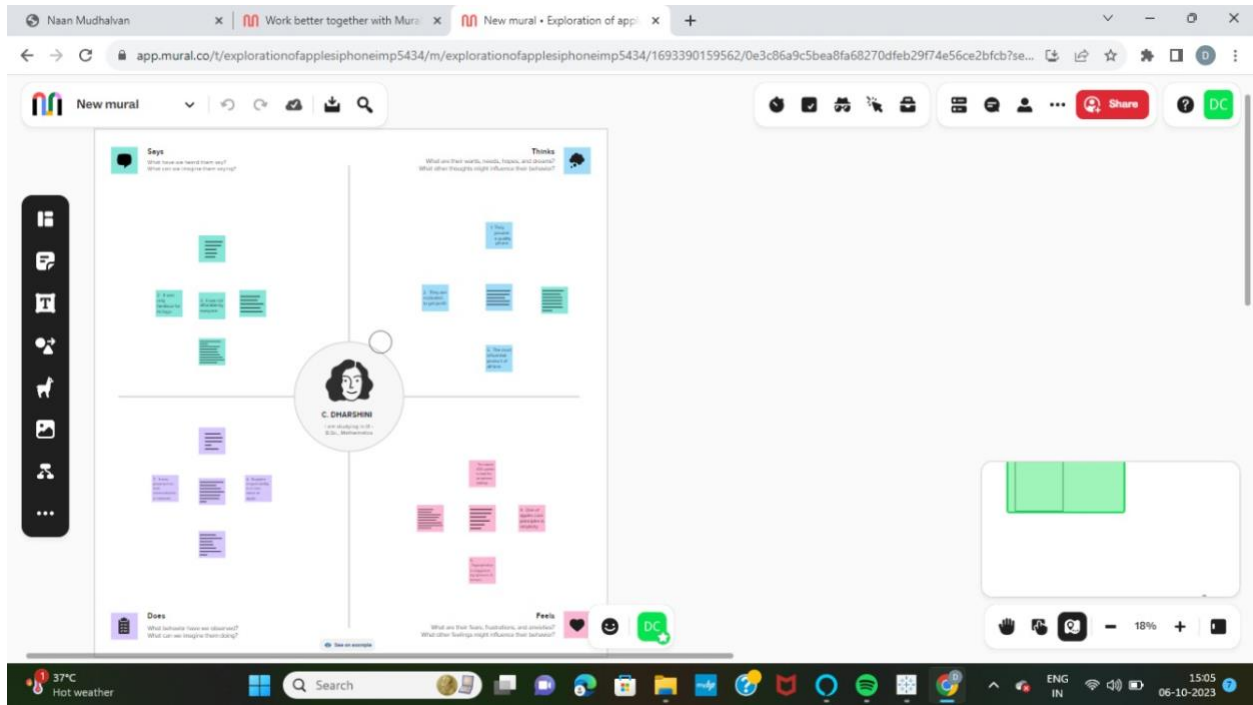
Already accessible, this research aims to go beyond conjecture and anecdotal evidence in order to develop a thorough knowledge of the effects of the iPhone.

1.2 Purpose

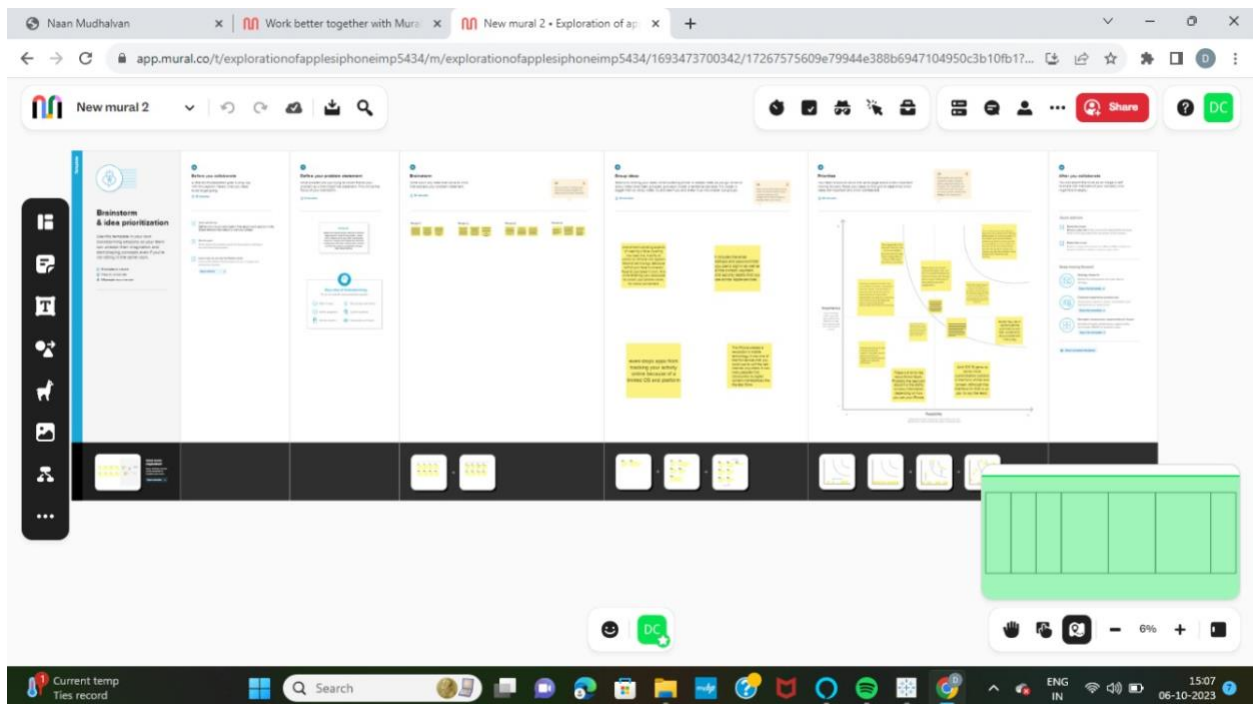
iPhone 3G made its debut in India with the 8GB version costing Rs 31,000. A price that sounds too lucrative in comparison to the premium it demands now! Bharti Airtel had joined hands with Apple back then to introduce the phone, which went on to become the 'apple of the eye' for many Indians. However back in 2008, the mass hysteria was missing.

2. Problem definition & Design thinking

2.1 Empathy map

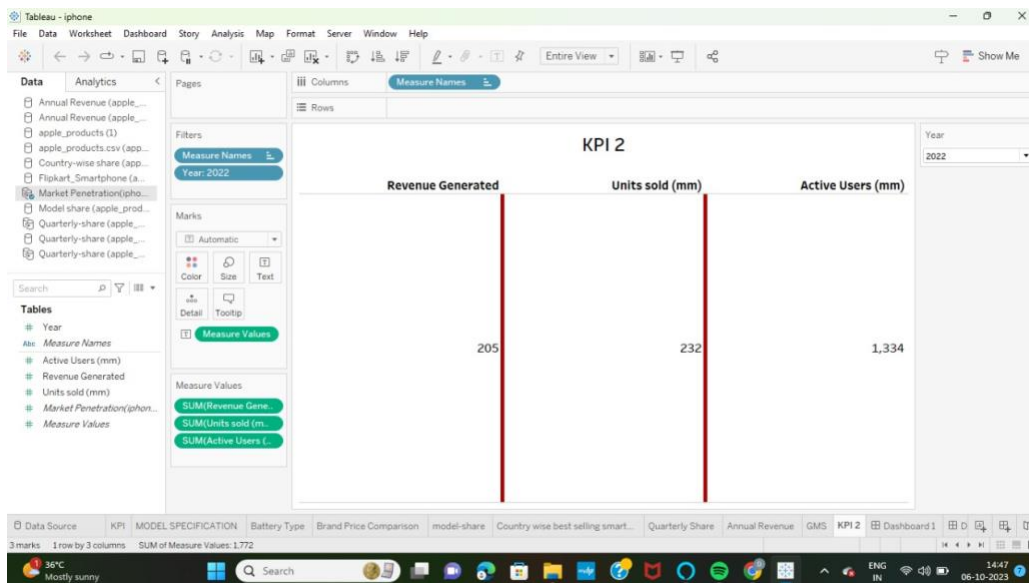


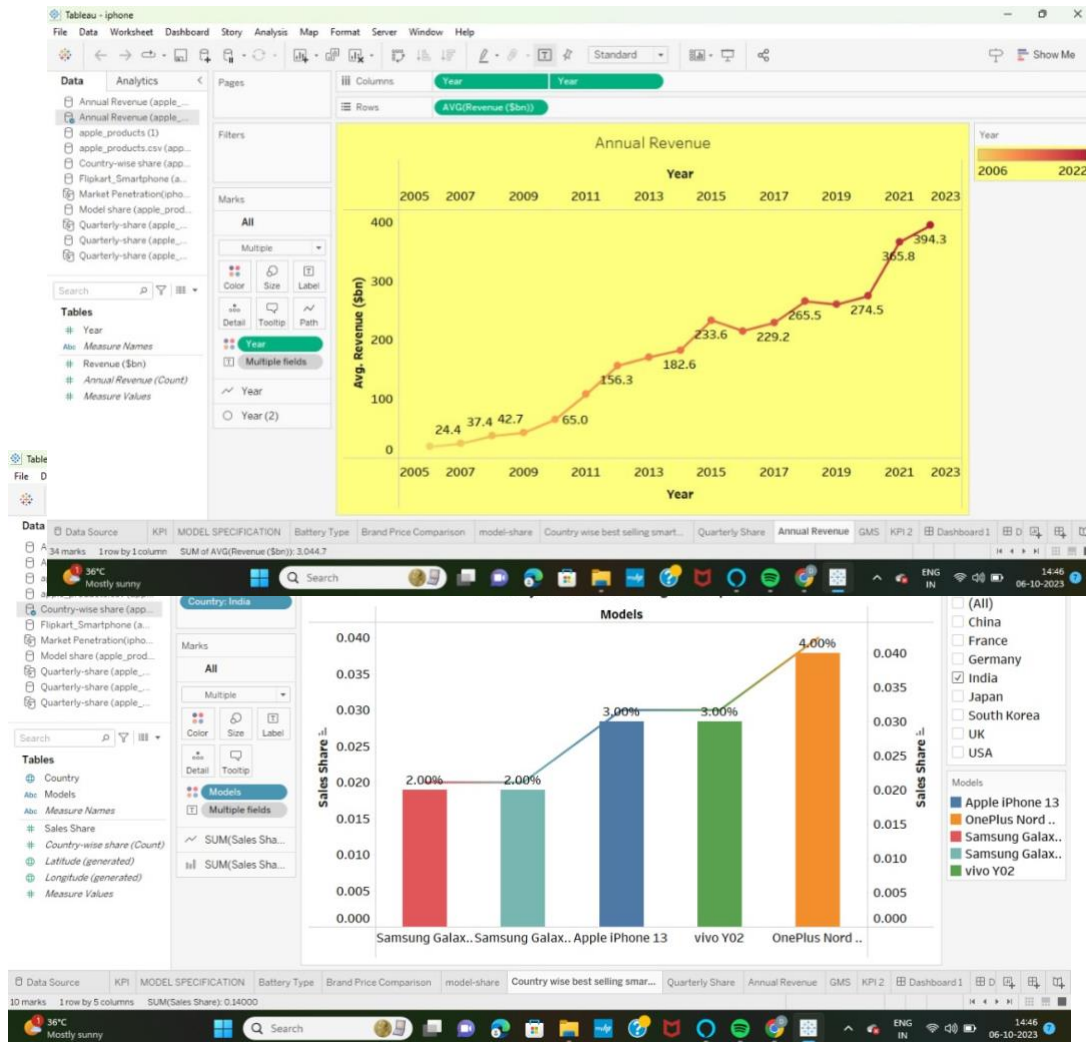
2.2 Ideation and brainstorm mapping

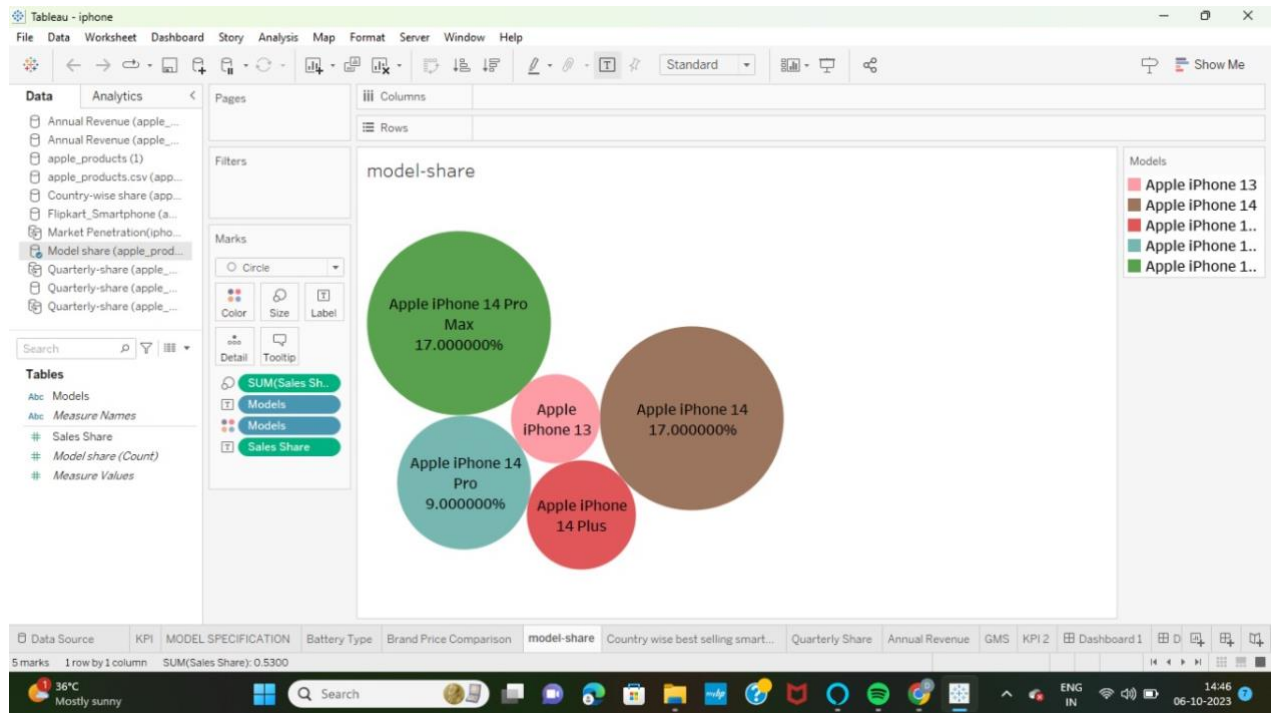


3. Result

iPhones are not entirely “made in India” but rather assembled in the country. The supply chain for iPhone production still relies on components imported from other regions. Consequently, Apple is subject to customs duties, which have a direct impact on the final prices.







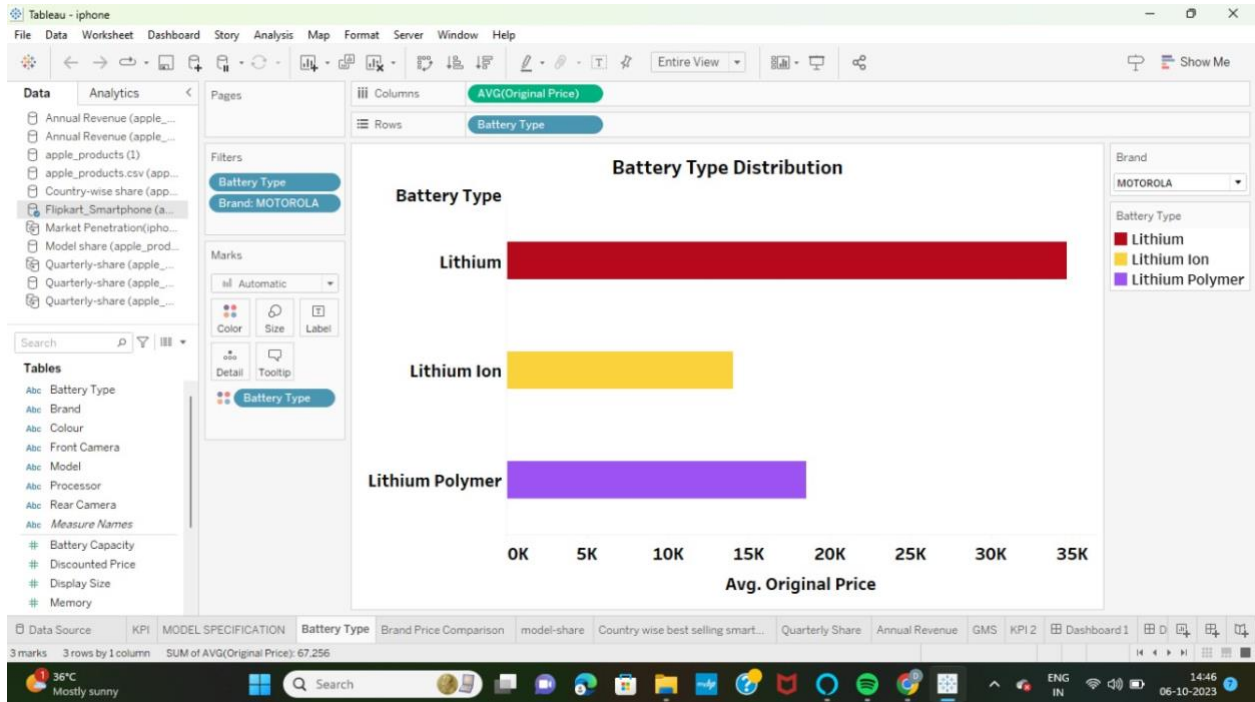


Tableau - iphone

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Entire View

Show Me

Data Analytics

Columns: Model, Processor, Front Camera, Rear Camera, Colour

Rows: SUM(Original Price)

Filters: Brand: APPLE, Colour: Blue, Rear Camera: 12MP

Marks: Automatic

Search

Tables: Battery Type, Brand, Colour, Front Camera, Model, Processor, Rear Camera, Measure Names, Battery Capacity, Discounted Price, Display Size, Memory

MODEL SPECIFICATION

Model	Processor	Front Ca..	Rear Camera	Colour	
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	1,49,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	1,89,800
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900

Colour: Blue

Brand: APPLE

Colour: Blue

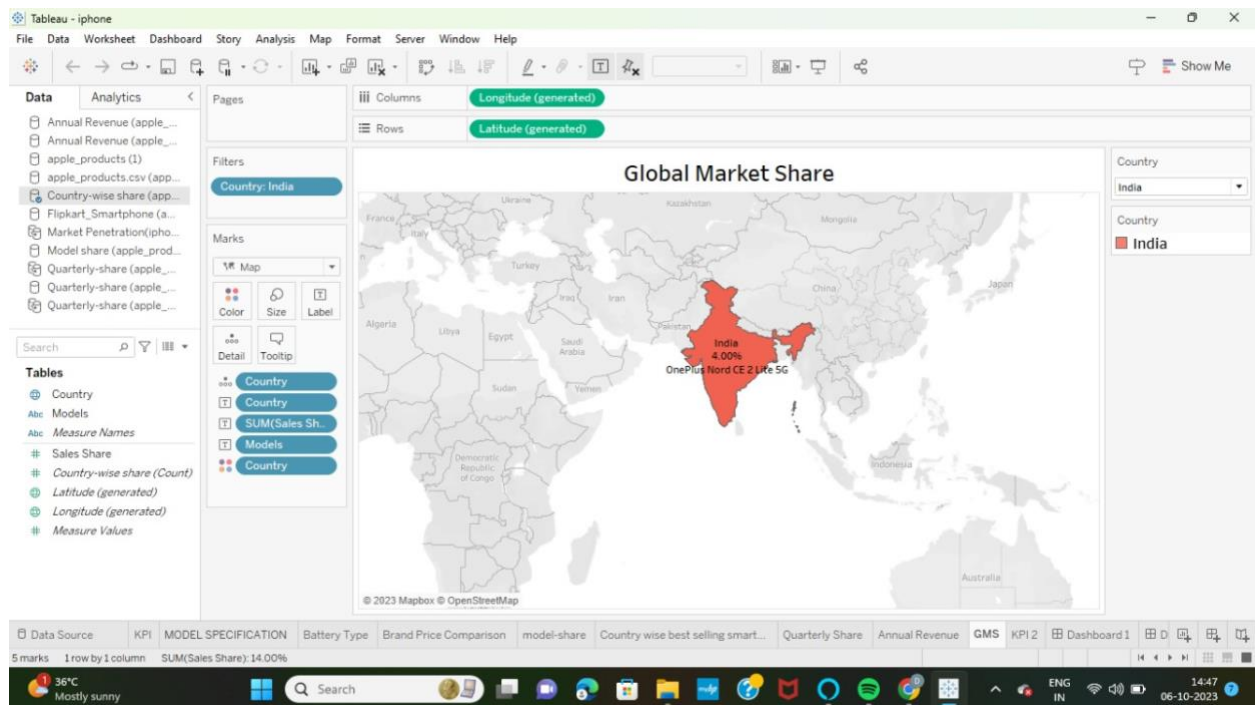
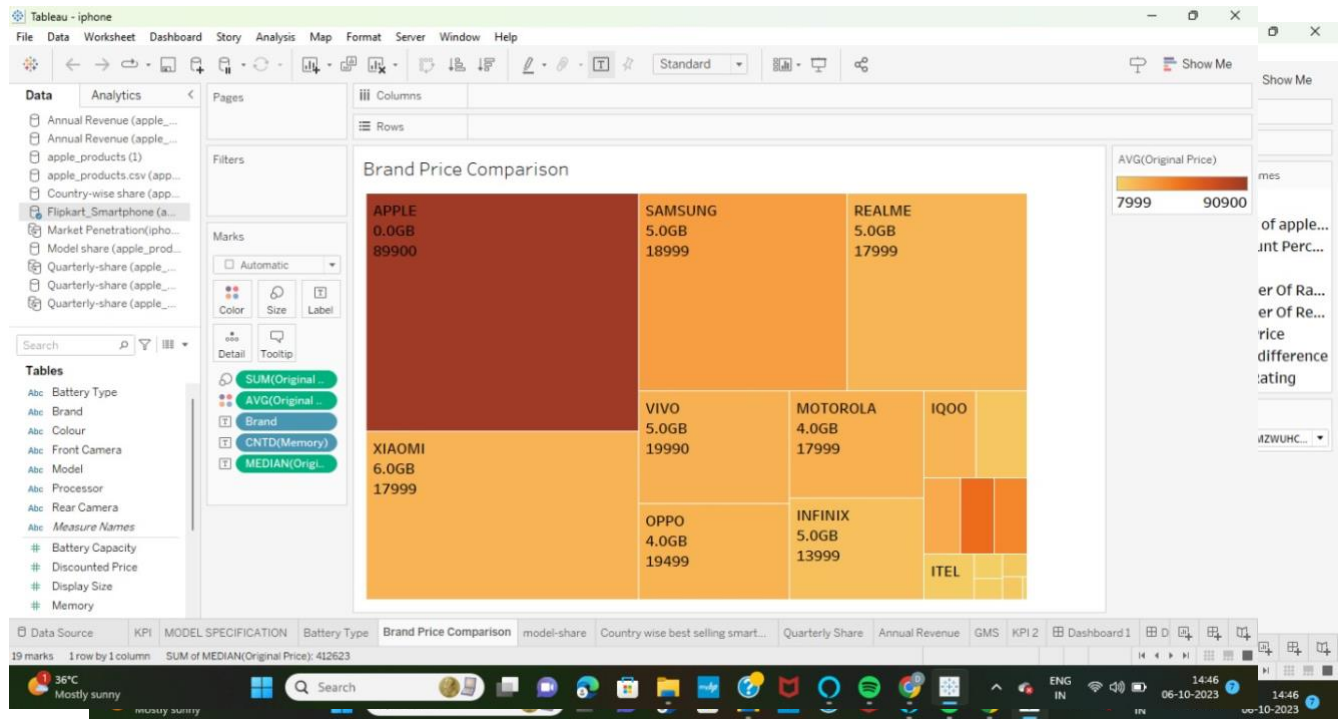
Data Source: KPI, MODEL SPECIFICATION, Battery Type, Brand Price Comparison, model-share, Country wise best selling smart..., Quarterly Share, Annual Revenue, GMS, KPI 2, Dashboard 1

5 marks 5 rows by 1 column SUM(Original Price): 574.300 Highlighting on Colour

36°C Mostly sunny

Search

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4. Advantages and disadvantages

Advantages of iPhone

- **User-Friendly Interface:** 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.
- **High-Quality Display:** 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.
- **Advanced Camera:** iPhone devices have some of the best cameras in the market. They have been known to produce stunning images and videos of the highest quality. They also come with image stabilization features that help reduce blur and take better pictures in low light.
- **Disadvantages of the iPhone:**

- **Cost:** 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.
- **Non-Removable Battery:** The iPhone's batteries are non-removable, which means that users cannot replace them. This can be a disadvantage for people who rely heavily on their phones and have to replace them regularly.
- **Limited Customization:** One of the disadvantages of the iPhone is that it has limited customization options. Unlike Android devices, users cannot customize their phone's interface, which can be a disadvantage for some people.

5.Application

Apple's alignment with India's manufacturing and technological goals, such as the 'Make in India' initiative, indicates a strategic partnership that goes beyond mere sales. It's about collaboration, growth, and shared values. By increasing iPhone manufacturing in India and investing in manufacturing plants like the one proposed by Foxconn, Apple not only ensures a more cost-effective production line but also fosters local employment and technological advancement. This reflects a vision that transcends short-

term gains and looks at long-term engagement with the Indian market.

6.Conclusion

In conclusion, the iPhone has been a game-changer in the technological world. It has revolutionized the way people communicate and access information. However, its advantages and disadvantages must be weighed carefully by potential buyers. Ultimately, the choice of whether to purchase an iPhone depends on the user's preference, needs, and budget.

7.Future scope

Apple faced in shipping iPhone 14 Pro and Pro Max from its contract manufacturing plant in China due to lockdowns imposed in the country in 2022, this time around, industry experts are hopeful that Apple may assemble the iPhone 15 Pro models in India