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Apple Inc.

Traditional Marketing Plan

BUS 103

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EXECUTIVE SUMMARY :

Apple Inc., informally known as Apple, is a leading technology company. They are known to design, manufacture, and market devices such as smartphones, tablets, computers, and portable and wearable devices. Apple Inc. was founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne and is currently headquartered in Cupertino, California. As a mission, Apple aims to create innovative high quality technology products for their consumers.

An important factor in Apple Inc.'s success as a leading global technology company is its reputation for creating cutting-edge products, one of which is the iPhone series. Since the industry is always changing and there is more competition, Apple needs to plan well in order to stay at the top of the market. With the release of the iPhone 14, in particular, this marketing plan is designed to provide Apple with a framework for maintaining its leadership position in the smartphone industry.

The goal of the iPhone 14 is to continue Apple's tradition of providing cutting-edge technology and intuitive design. Since more and more consumers choose to purchase goods that are produced more responsibly and ethically in terms of the environment and labor, Apple aims to use items that are in accordance with the IT industry's growing adoption of sustainability. This covers activities like increasing the energy efficiency of device operation and employing recycled materials in production.

One of the key goals of this marketing strategy is to make sure that environmentally friendly technologies are seamlessly integrated into the iPhone 14 without compromising the excellent performance and user experience standards for which Apple is known. Apple aims to set itself apart from rivals in the smartphone market and draw in environmentally aware customers by leveraging the growing need for sustainable technology solutions.

This plan also includes detailed marketing techniques meant to increase public knowledge of Apple's dedication to sustainability and the cutting-edge capabilities of the iPhone 14. By leveraging strategic alliances, focused advertising campaigns, and improved in-store experiences, Apple hopes to connect with customers more deeply and highlight the iPhone 14's value proposition as a cutting-edge and eco-friendly option. It covers marketing campaigns as well as distribution tactics to guarantee the iPhone 14 is widely accessible and available in a variety of international marketplaces. The startup wants to attract a wide audience of tech aficionados and environmentally conscious consumers by utilizing Apple's vast retail network and online platforms.

This marketing plan is supported by a five-year financial overview that projects revenue growth and market share expansion driven by the success of the iPhone 14 and Apple's ongoing dedication to sustainability and innovation. Apple hopes to maintain long-term success and market leadership in the smartphone sector by carefully implementing the tactics stated in this plan.

CURRENT MARKETING SITUATION :

The market for smartphones is very dynamic and competitive, with changing customer tastes and technology breakthroughs reshaping the industry. Apple Inc. is a prominent player in the market, renowned for its high-end merchandise and devoted clientele. The iPhone series, which combines state-of-the-art technology, a stylish design, and an intuitive user experience, continues to be Apple's flagship product line.

Public purchase habits have been influenced by the increased focus on sustainability and environmental responsibility in recent years. Apple is in line with its commitment to sustainability by incorporating eco-friendly features into its products as a result of this trend.

Marketing Description:

The iPhone 14's consumer base consists of experts, consumers, and tech knowledgeable individuals looking for an outstanding durability smartphone. Apple has a strong position in the market thanks to its devoted client base, well-known brand, and emphasis on innovation, dependability, and effortless compatibility throughout its network of goods and services.

The iPhone 14 offers improvements in efficiency, photography abilities, and customer service, positioning it as the epitome of contemporary brilliance. Modern consumers have various wants and tastes, and the iPhone 14 meets these expectations with features including better battery life, increased camera characteristics, and a stylish appearance. The iPhone 14 is evidence of Apple's dedication to innovation and ongoing development. As the iPhone 14 represents the most recent turning point in this path of technical improvement, each version of the iPhone series builds upon the history of its predecessors. Apple continuously improves the iPhone experience with each new iteration by leveraging technological breakthroughs and consumer feedback. The iPhone 14 is a major advance over its predecessor, the iPhone 13, in several areas. It promises increased efficiency through improved battery life and performance, enabling users to remain connected and productive for extended periods of time. According to CNN, "The iPhone 14's big changes include an improved camera system with some especially great video tricks as well as a range of handy safety features that could someday save your life. When you couple that with the beautiful design, great display and long battery life that we've come to expect from the entry-level iPhone, you've got a great \$799 device for first-time iPhone buyers — or those who haven't upgraded in a few years."

Five-Year Financial Overview:

According to prior sales trends, industry research, and projections of customer demand, the iPhone 14 is expected to have significant revenue growth. According to The Economic Times, “Apple’s iPhone 14 was the best-selling smartphone in 2023, with the US and China accounting for half of its sales, according to a new report released by Counterpoint on Wednesday. This model contributed 19% of the total iPhone sales for 2023.” With the popularity and success of the iPhone 14 and its integration with its network of goods and services, Apple anticipates continued earnings and revenue growth over the course of the next five years. Here are the general sales over the last five years.

	2019	2020	2021	2022	2023
Total Revenue	\$260.1B	\$274.5B	\$365.8B	\$394.1B	\$383.2B
Net Income	\$55.26B	\$57.41B	\$94.68B	\$99.8B	\$96.99B
Stock Price (Dec. 31)	\$71.43	\$130.23	\$175.35	\$129.05	\$192.29

Product Review:

The iPhone is estimated to have generated 200.5 billion dollars for Apple in 2023, and 19% of that revenue is said to have come from the iPhone 14. Over 231.5 million iPhones were sold in 2023. iPhone is still responsible for 52% of Apple’s revenue, according to BusinessofApps. The iPhone 14 has achieved remarkable sales numbers, indicating persistent consumer demand and enthusiasm for Apple's most recent product. The iPhone 14 contributes considerably to Apple's

general revenue growth by maintaining good profit margins through additional benefits and competitive pricing methods.

Competition:

Samsung and Google are some of the major rivals in the smartphone business. Each company offers flagship smartphones with distinctive features and benefits. However, Apple distinguishes itself from its competition by placing a high value on network coherence, brand loyalty, and engagement with consumers. The smooth integration and consistent user interface across platforms are guaranteed by the 'Apple family', which includes products like the iPhone, iPad, Mac, and Apple Watch as well as services like iCloud and Apple Music. This ecosystem strategy improves the customer experiences by encouraging people to purchase several Apple goods and fostering commitment to the brand.

One of Apple's main rivals is Samsung, a global business based in South Korea that is well-known for its Galaxy line of smartphones. Samsung constantly adds new features and improvements to its flagship smartphones with a heavy emphasis on innovation and technology developments in an effort to gain popularity and attract an array of customers globally. For many years Samsung has held the top spot globally for smartphone sellers. However as of January 2024, according to *Reuters*, "Apple (AAPL.O), opens new tab ended Samsung Electronics' (005930.KS), opens new tab 12-year run as the largest seller of smartphones in the world, after commanding a 20% market share in 2023, according to a report from International Data Corp. Samsung ended the year with a 19.4% share."

Another leading company is Google, which places a strong emphasis on machine learning and artificial intelligence (AI), which sets its products apart and allows for smooth interaction with its network of services, which includes Google Assistant and Google Photos. In

particular, Google owns the android operating system, which is the prominent competing phone operating system to the Apple IOS platform. However, Google itself maintains only a 2.32% market share for smartphones in North America in comparison to Samsung at only 23.16% and Apple at 57.55%, according to StatCounter.

Additionally, Apple has a competitive advantage attributable to its devoted client base and strong brand identification. Customers frequently list features like dependability, aesthetically pleasing design, and intuitive functionality as the main reasons they choose Apple goods. Through programs like Apple Retail Stores, Apple Support, and the Apple community, the firm has demonstrated its commitment to consumer interaction, which further fortifies brand loyalty and improves the whole ownership process.

Apple successfully portrays the iPhone 14 as an exceptional choice for customers looking for quality, innovation, and brand dependability in the smartphone industry by emphasizing these advantages and distinctions.

Distribution:

The iPhone 14 will be distributed using an assortment of physical stores across the world as well as through purchases via Apple's official website (online). In order to accommodate customers' tastes and guarantee availability to the iPhone 14, Apple continues to favor internet sales platforms while keeping a substantial presence in traditional stores. The transition towards online buying has been encouraged by the COVID-19 epidemic.

Apple's advertising strategy for the iPhone 14 is centered on creativity, environmental responsibility, and prioritizing customer needs and preferences. The company intends to continue functioning at the top of the smartphone market by evolving customer desires and shifts in the marketplace.

SWOT ANALYSIS

Strengths :

One of Apple's main advantages is that people are familiarized with the brand; according to Interbrand, Apple will have the highest brand value globally in 2025. The attraction for items like the iPhone 14 is fueled by this recognition, which translates into consumer confidence and devotion. Furthermore, the ecosystem as a whole of Apple has more than 1.65 billion active devices worldwide, which facilitates effortless adoption and improves customer service. The iPhone 14 is an improvement over previous models, with 20% more processing power and advances in camera technology, including a bigger sensor for better performance in low light. Apple also has easy ecosystem integration, motivating customers to stick to their products.

Another one of Apple's strengths is how heavily they invest in research and development. According to a MarketLine report, "In FY2022, the company incurred expenses of US\$26,251 million on R&D, which as a percentage of revenue, stood at 7%." Because Apple focuses on developing new features for their products, customers maintain their loyalty. It attracts customers because people will desire new technology and innovation.

Weaknesses:

Apple's pricing of goods and market dominance provide a number of difficulties. Due to their higher price point, iPhones may be out of reach for those who are cost-conscious, which exacerbates pricing-related problems. Furthermore, interoperability issues with non-Apple goods and services may arise due to the company's closed ecosystem and reliance on proprietary inventions, which could negatively impact user experience. Obstacles could also arise from perceived restrictions on customizing options in comparison to other companies. On the other

hand, Apple prioritizes unique goods, top-notch customer support, and ongoing innovation to overcome these risks. Apple's Net Promoter Score (NPS) of 65 in 2023 indicates that the company preserves a solid reputation despite concerns about saturation in the market, especially among advanced areas with high smartphone adoption rates, as evidenced by a 6% decline in iPhone sales in Q4 2023. This indicates that Apple continues to receive support from its current customer base despite these difficulties.

Opportunities:

By entering emerging markets, Apple might potentially increase its global market share and draw in new customers. There seems to be room for substantial expansion in the market for smartphones in regions such as Latin America and Asia. Furthermore, Apple has the opportunity to enhance customer service and include innovative features into next iPhone models thanks to advancements in artificial intelligence (AI) and augmented reality (AR). Additionally, as consumers' awareness of environmental and sustainability concerns increases, Apple will have more chances to produce eco-friendly goods and initiatives that cater to customer tastes and market trends. With 39% of iPhone sales coming from Asia-Pacific in Q4 2023, there is potential for Apple in expanding into new markets. Apple has gained popularity in places like China and India due to its calculated expenditures in localized advertising efforts and store growth. In addition, Apple has the chance to improve customer service and add novel functions to upcoming iPhone models through developments in AI and AR technologies. Implementing AI-driven image processing techniques can enhance the efficiency of cameras and augmented reality apps, opening up new revenue streams and opportunities for user interaction.

There is also a worldwide increase in the necessity for smartphones. According to The Global Trade Magazine, “the Worldwide Smartphone Market is anticipated to reach US\$ 802.1

billion in 2024, with a projected compound annual growth rate (CAGR) of 7.30% expected to persist until 2034.” This projected growth of the smartphone market worldwide is an easy way for Apple to expand their consumer base, since they are not as heavily marketed in some countries, and increase profits.

Threats:

Apple must contend with fierce rivalry in the smartphone space, as competitors like Samsung and Google are always coming up with new devices and innovative ways to take market share. Samsung continued to hold the top spot as the world's largest smartphone provider in Q4 2023, with 19% of the market share against Apple's 16%. Furthermore, Apple's distribution network and industrial activities are vulnerable to geopolitical tensions and trade conflicts, as levies and export limits affect manufacture expenses and earnings margins. Moreover, Apple faces difficulties with data management and compliance due to changing legal frameworks and issues related to privacy, such as the General Data Protection Regulation (GDPR) of the European Union. Regardless of these difficulties, Apple is well-positioned to manage risks and maintain long-term success in the ever-changing technology sector thanks to its solid reputation, devoted clientele, and dedication to quality.

Objectives :

In order to maintain expansion and market dominance, Apple has set objectives regarding the iPhone 14 as well as later models. These objectives are both short- and long-term. Apple hopes for increased sales of the iPhone 14 by 10% in the first year over the previous model, mostly through vigorous advertising campaigns and expanded after-sale assistance programs that increase consumer satisfaction and commitment. Later on, Apple plans to increase its market share by 5% in important emerging regions like India and East Asia in order to take advantage of

prospects for global expansion and income stream diversification. These targets highlight Apple's dedication to creativity, customer focus, and worldwide reach, setting the business up for long-term success and dominance in the combative field of smartphones.

Issues :

The fierce rivalry in the smartphone business, where competitors are actively pushing their own flagship handsets and gaining market share, is one of Apple's main concerns. This presents the difficulty of standing out from the competition and preserving Apple's luxury reputation in an increasingly competitive market. Aside from this, Apple is under fire for its supply chain management and environmental policies; interested parties are calling for increased responsibility and transparency in the sourcing of raw materials and production procedures. In order to address these problems, proactive steps must be taken to guarantee adherence to laws and industry standards as well as to show an allegiance to sustainable and moral corporate conduct. In addition, Apple has to manage trade conflicts and international concerns, which could affect manufacturing expenses as well as supply chain administration, hence lowering its competitiveness and profitability in the market. Notwithstanding these difficulties, Apple is well-positioned to overcome barriers and find long-term success in the rapidly changing smartphone market thanks to its strong brand equity, innovative skills, and customer-centric business model.

MARKETING STRATEGY :**Positioning :**

Apple has concentrated its advertising activities on individuals who value creativity and environmental responsibility . The demand for environmentally friendly goods is rising as the world turns its attention to finding solutions to global warming. By presenting the iPhone 14 as

both technologically advanced and environmentally responsible, Apple strives to gain the favor of customers who appreciate environmentalism and have the ability to invest on goods that align with their morals and values. With the help of this calculated strategy, Apple is able to stand out from the competition in the smartphone industry and establish stronger ties with customers that care about the environment.

Product:

The goal of Apple's iPhone 14 product strategy is to reduce environmental effects at every stage of the device's lifespan. Apple uses sustainable techniques in all aspects of production, including removal, to cut consumption and preserve materials. The iPhone 14 is in line with Apple's dedication to ecological responsibility as it uses energy-efficient technologies and recyclable materials. Additionally, the iPhone 14 offers innovative characteristics that increase customer satisfaction while reducing environmental damage, like better battery life and sophisticated photography capabilities. Apple wants to make the iPhones the "preferred choice" for customers who care about the environment. To this end, the company offers a wide range of products that cater to both consumer demands and environmental concerns.

Pricing :

With the iPhone 14, Apple employs a pricing approach to make sure that customers receive the most out of the device at a competitive price. Even though new technologies could lead to increased production costs, Apple reduces costs by optimizing its vendor network and production processes. Apple hopes to increase sales as well as market entry, resulting in increased revenue and share development, by providing the iPhone 14 at a competitive price. To further encourage users to upgrade to the iPhone 14, Apple may also roll out trade-in and marketing incentives. This will increase the phone's accessibility and affordability.

Place :

With regard to the iPhone 14, Apple's location strategy is centered on making sure that the device is widely available and easily accessible to customers via online and offline channels. In Apple retail shops and authorized distributors, the iPhone 14 is prominently displayed, offering consumers an opportunity to try it out and individualized support from experienced staff members. Furthermore, Apple augments its digital footprint across digital channels like the Apple website and online marketplaces, enabling customers to shop with ease. Apple hopes to attract a wide range of consumers and optimize product visibility by positioning the iPhone 14 in areas with significant traffic and maximizing online visibility.

Promotion :

In order to successfully reach target groups, Apple's iPhone 14 promotional plan makes use of a complete marketing approach that includes a combination of social media platforms, online advertisements, and electronic newsletters. Apple conveys the special qualities and advantages of the iPhone 14, emphasizing its innovative technology and commitment to sustainability through captivating narrative and appealing content. Apple's message regarding conservation and social responsibility is amplified through collaborations with environmental organizations and influencers, which resonates with consumers who are environmentally sensitive. In order to promote the adoption of the iPhone 14, Apple also provides customer incentives like trade-in reductions and payment options, which boost sales and promote brand loyalty. Through incorporating the emerging trend of AI and customization, this marketing approach improves the consumer experience as a whole and increases the popularity of the iPhone 14.

Action Programs :

Apple is conducting careful preparation and execution to successfully adopt sustainable projects. These action plans delineate particular approaches that Apple intends to implement in order to foster sustainable development and propel the iPhone 14's market expansion. This part of the marketing plan outlines specific action plans that are spread out across the four quarters (Q1-4), assigning accountability and making sure that sustainability goals are accomplished. The four action plans listed below are meant to further Apple's environmental objectives and increase the iPhone 14's market share.

Q1 (October 2021–December 2021): Partnership Initiatives:

Apple intends to establish cooperation agreements with the goal of promoting innovation and environmental sustainability in the technology sector. Working with top IT companies and environmental groups, Apple will look into ways to create innovative ways to promote renewable energy sources and lower carbon emissions. One such collaboration is pledging to use only clean energy in all aspects of Apple's business by joining together with The Climate Group's RE100 program. Apple will also work alongside environmental non-governmental organizations (NGOs) like The Nature Conservancy to promote preservation of biodiversity and replanting initiatives. The Environmental Initiatives team at Apple, headed by Vice President of Environment, Policy, and Social Initiatives Lisa Jackson, will lead these collaborations. The predicted cost of these cooperation efforts is roughly \$10 million, which includes costs for developing and conducting research and the administrative expenses involved in putting sustainable ideas into effect.

Q2 (January 2022 - March 2022) - Social Media Campaign:

Our approach to launching the social media campaign for the iPhone 14 is deeply intertwined with Apple's overarching vision of engaging consumers while championing

environmental consciousness. This endeavor encompasses the creation of authentic documentaries, podcasts, and digital series that showcase Apple's efforts towards sustainability and the profound influence of technology on environmental preservation. Under the direction of our committed social media marketing team, we will plan a multifaceted strategy and leverage platforms such as Facebook, Instagram, Twitter, TikTok, and others to reach a wide range of users. By collaborating with renowned filmmakers, environmental activists, and influential celebrities, Apple aims to produce compelling content that connects with a wide range of viewers worldwide ; our content will not only highlight the environmental benefits of the iPhone 14 but also spotlight Apple's strides towards a greener future through authentic documentaries, podcasts, and digital series. Apple's Content Services team, headed by Eddy Cue, Apple's Senior Vice President of Internet Software and Services, will oversee the Media and Entertainment Plan. The projected expenditure for this endeavor is around \$15 million, encompassing expenses related to content creation, advertising, and distribution. Our campaign endeavors not only to drive product adoption but also to underscore Apple's unwavering commitment to environmental stewardship and inspire positive action towards a sustainable tomorrow.

Q3 (April 2022 - June 2022) - Sustainability Awareness Program:

Apple is going to step up its commitment to be greener in the third quarter in order to better meet the demands of its eco-aware target market for the iPhone 14. In order to achieve this, Apple is going to initiate a broad sustainability campaign that will educate the public about the eco-friendly features and programs that are integrated into the iPhone 14. A range of digital and social media campaigns, including blog entries, infographics, and instructional videos, will be used in the campaign to spread the word about the device's cost-effective approach to recycled content, and decreased environmental impact (like carbon footprint). Additionally, Apple will

collaborate with environmental organizations to amplify the message and reach a larger audience. Concurrently, Apple plans to implement a trade-in initiative, encouraging users to swap their outdated devices for the iPhone 14. This initiative aims to enhance sustainability by supporting the recycling and reutilization of equipment. Apple's marketing team will continuously monitor the campaign's performance indicators, such as engagement rates, reach, and sentiment analysis, to evaluate its efficacy and make any required modifications. The cross-functional groups including members from the advertising, manufacturing, and distribution network departments will collaborate with the environmental sustainability marketing department to oversee the campaign. A specific budget will be set aside for influencer relationships, campaign creation, and performance monitoring systems to guarantee the effective implementation of this action program with a sustainability focus.

Q4 (July 2022 - September 2022) - Retail Store Displays and Demonstrations :

During Quarter 4, Apple intends to enhance the retail experience for customers by presenting attractive displays and engaging interactive demonstrations of the iPhone 14. In order to accomplish this, aesthetically pleasing exhibits showcasing the device's prominent attributes will be created and set up in retail locations by the conclusion of July 2022. In addition, the store layouts will be revised to prominently showcase the iPhone 14 in areas with significant foot traffic, boosting its visibility. Training sessions will be held for store employees during the months of July and August in order to give them the necessary information and abilities to deliver instructive demonstrations. By early November, buyers will have the opportunity to interact with demo units that have been put up, enabling them to directly experience and explore the various functionalities of the iPhone 14. Whilst the sales team will handle training and

assistance for showcase station setup, store managers will be in charge of execution. The effective implementation of this action program will be ensured by budgetary provisions for display design, employee training, demonstration setup, and continuing repair. These measures will also contribute to the overall completion of Apple's marketing plan for the iPhone 14.

Budget :

A carefully constructed budget is essential to the Apple iPhone 14's successful marketing. This budget details predicted income and expenditures related to manufacturing, shipping, and advertising initiatives. It functions as a predicted profit-and-loss statement. This budget gives an accurate picture of expected profits by projecting the quantity produced and the typical net price. The proposed budget will provide the basis for purchasing materials, planning production schedules, assigning staff, and managing marketing activities. This will guarantee that the advertising strategy developed by Apple for the iPhone 14 is carried out effectively.

The table below outlines the projected budget for the Iphone 14, encompassing manufacturing costs, marketing expenditures, projected revenues, expected units sold, and projected profits.

Projected Costs and Sales of Products

Item	Costs to manufacture (approximate)	Costs to the market product	Projected Revenue	Expected Units Sold	Projected profit
Iphone 14 (64 GB)	\$350 per unit	\$150 per unit	999 per unit	30	\$13,470,000,000
Iphone 14 (128 GB)	\$370 per bulb	\$160 per bulb	\$1099 per bulb	25	\$16,575,000,000

Iphone 14 (256 GB)	\$400 per unit	\$170 per unit	\$1199 per unit	20	\$15,180,000,000
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Total projected profit : \$45,225,000,000

Controls :

Apple has a system of measures in place to evaluate performance and identify areas where the company is falling short of its targets in order to successfully oversee the execution of the advertising initiative for the iPhone 14. Higher levels of management will have access to insights from these controls, allowing them to make judgments and necessary modifications.

Sales tracking -

To track the iPhone 14's performance in real time, Apple needs to put in place a strong sales tracking system. Apple intends to employ sophisticated data analysis tools, like Tableau or Salesforce, to monitor business indicators, such as revenue produced, percentage of the market, and products sold. They will be able to swiftly rectify any discrepancies while comparing actual sales data to initial projections. These technologies will produce data on an ongoing basis that will offer useful information for adjusting plans and making decisions.

Customer Surveys -

Apple must prioritize customer engagement through surveys to accurately assess satisfaction levels and collect valuable input regarding the iPhone 14. By regularly administering customer surveys via email or the Apple website, Apple may get insights into consumer preferences, pinpoint areas for enhancement, and effectively resolve any concerns or difficulties reported by users. Examining poll responses will yield significant insights into customer

sentiment, enabling Apple to customize its marketing strategy and product offers to more effectively address customer wants and preferences.

Management Oversight Committee-

To ensure efficient management and coordination of the iPhone 14 marketing plan, it is important to create a specialized oversight committee consisting of key stakeholders from different divisions inside Apple. The group, comprising representatives from operations, marketing, IT, and analytics, will convene on a regular basis to evaluate performance metrics, address obstacles and opportunities, and formulate strategic decisions to enhance success. The oversight committee will promote collaboration and communication across different functions to ensure that the marketing plan stays on course to achieve its objectives.

Regular Performance Reviews -

Regular performance assessments and progress reports are essential for keeping top management aware and active in the implementation of the marketing plan. Periodic meetings or presentations can be arranged to deliver updates on crucial performance metrics, address any obstacles or constraints faced, and delineate strategies for resolving them. These reviews will provide stakeholders with the chance to offer comments, share valuable information, and make well-informed choices to enhance the effectiveness of the iPhone 14 marketing campaign.

Apple will be able to successfully oversee the implementation of its advertising strategy for the iPhone 14 and find areas for refinement by putting these controls in place. With the help of these controls, Apple will be able to respond to shifting market conditions, allocate resources more efficiently, and eventually meet its marketing goals.

Conclusion :

The goal of Apple's marketing strategy for the iPhone 14 is to maintain its dominant place in the smartphone market. It starts with a detailed examination of the competitive environment, product efficacy, and market dynamics. After then, strategic goals are presented, focusing on market possibilities and using Apple's advantages.

The development of strategic goals and promotional strategies is guided by a thorough SWOT analysis, with an emphasis on utilizing Apple's technology knowledge, image, and customer interaction techniques. Every quarter of the year, initiatives are created to encourage market saturation, consumer engagement, and marketing of products.

The budget estimate gave a concise financial summary by outlining the anticipated income, expenses, and earnings for the iPhone 14 marketing strategy. This budget facilitates the efficient execution of advertising plans by acting as a guide for the allocation of resources and operational scheduling.

Apple implementing strong controls, such as sales monitoring, feedback from consumers, and executive review committees, to keep an eye on things and make sure the strategy works. With the use of these controls, Apple will be able to assess performance, highlight areas in need of development, and make wise choices to maximize marketing expenditures.

Apple's marketing plan for the iPhone 14 essentially highlights the company's dedication to innovation and quality, with the goal of securing a substantial market share and upholding its status as a pioneer in the industry through careful planning, efficient execution, and ongoing assessment.

Appendix

1. EFAS Table

External Factors	Weight	Rating	Weighted Score	Comments
Opportunities				
1. Increasing demand for smartphones worldwide	0.15	5	0.75	iPhones would cater to this growing demand.
2. Expansion into emerging markets	0.12	4	0.48	India and China currently android dominated.
3. Increasing popularity of wearable technology	0.10	4	0.40	Innovations such as the Apple Watch and AirPods are a large part of this market.
4. Advancements in artificial intelligence and machine learning	0.13	5	0.65	Apple is integrating AI and machine learning into its products and services.
5. Increasing focus on sustainability and renewable energy	0.10	4	0.40	Apple has made significant commitments to sustainability and renewable energy.
Threats				

1. Intense competition in the technology industry	0.15	4	0.60	Apple faces strong competition from companies like Samsung and Google.
2. Rapid technological changes and short product life cycles	0.13	5	0.65	Technology advancements require Apple to continually innovate its products.
3. Potential legal and regulatory challenges with Data	0.12	3	0.36	Legal issues over user privacy issues and data use.
4. Supply chain disruptions	0.11	3	0.33	Disruptions in the supply chain, including due to geopolitical tensions, can impact Apple's production and sales.
5. Economic downturns leading to decreases in consumer spending	0.12	3	0.36	Economic downturns such as the pandemic of poor job market may lead to reduced consumer spending on Apple products.
Total	1.00		4.87	

2. IFAS Table

Internal Factors	Weight	Rating	Weighted Score	Comments
Strengths				
1. Strong brand reputation	0.15	5	0.75	Known for high quality products
2. Innovative product design	0.13	5	0.65	Sleek and unique product design that is easy to use.
High customer loyalty	0.12	5	0.60	Built in consumer base that will not switch to other brands
4. Integrated ecosystem of products	0.14	5	0.70	Enhances user experience and increases purchases
5. Strong research and development capabilities	0.11	4	0.44	Apple invests significantly in R&D, driving continuous innovation and technological advancements.
Weaknesses				
1. High product prices relative to competitors	0.10	3	0.30	Value-based pricing may lead to a decrease of customers.

2. Dependence on iPhone sales for a significant portion of revenue	0.12	4	0.48	iPhone sales account for a substantial portion of Apple's revenue, posing risks if demand weakens.
3. Lack of customization of products.	0.09	3	0.27	Apple does not allow for customizable products in comparison to other companies
4. Reliance on third-party manufacturers and suppliers	0.12	4	0.48	Apple's reliance on third-party manufacturers and suppliers exposes it to supply chain risks and disruptions and impacts of geopolitical tensions.
5. Legal disputes and controversies affecting reputation	0.10	3	0.30	Apple encounters legal disputes and controversies that may tarnish its brand image and reputation.
Total	1.00		4.87	

3. SFAS Table

Strategic Factors	Weight	Rating	Weighted Score	Short Duration	Intermediate Duration	Long Duration	Comments
1. Strong brand reputation (S)	0.15	5	0.75			YES	Known for high quality products
2. Innovative product design (S)	0.13	5	0.65		YES	YES	Sleek and unique product design
1. High product prices relative to competitors (W)	0.10	3	0.30			YES	Value-based pricing may lead to a decrease of customers.

4. Reliance on third-party manufacturers and suppliers (W)	0.10	4	0.40		YES		Apple's reliance on third-party manufacturers and suppliers exposes it to supply chain risks and disruptions and impacts of geopolitical tensions.
2. Expansion into emerging markets (O)	0.12	4	0.48	YES		YES	India and China are currently android dominated.

4. Advancements in artificial intelligence and machine learning (O)	0.13	5	0.65		YES	YES	Apple is integrating AI and machine learning into its products and services.
1. Intense competition in the technology industry (T)	0.15	4	0.60			YES	Apple faces strong competition from companies like Samsung and Google.
3. Potential	0.12	3	0.36	YES	YES		Legal issues

legal and regulatory challenges with Data (T)							over user privacy issues and data use.
TOTAL	1.0	-	3.89	-	-	-	-

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