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# Product

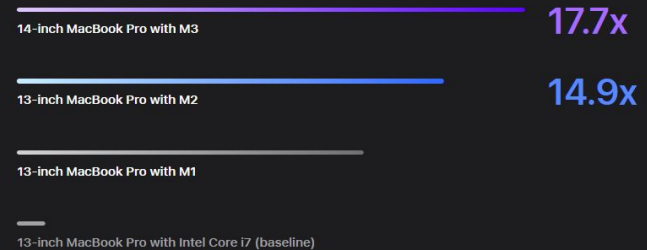
- Beloved MacBook design
- 22 Hours <sup>[0]</sup>
- The base model comes with an 8-core CPU and a 10-core GPU <sup>[0]</sup>
- 14 or 16 inches <sup>[0]</sup>
- Apple Ecosystem



## M3 compared to previous MacBook Pro models.

Image upscaling / Video editing / Image processing /  
Code compiling / Productivity / Music creation

### Faster ML image upscaling performance in Photomator<sup>®</sup>

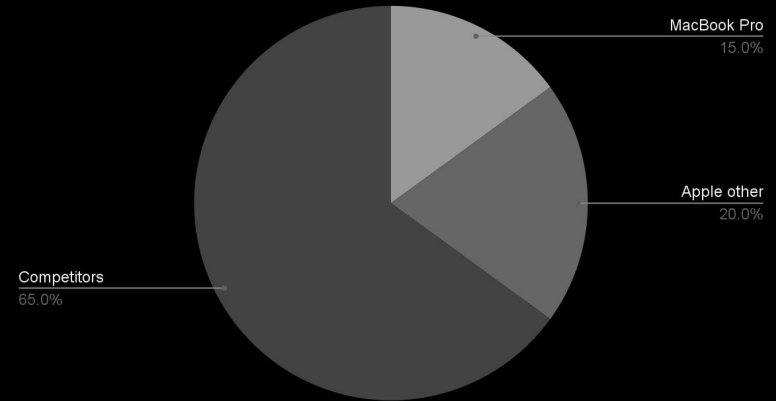


# Market Sizing

## The 2023 Laptop market

- \$128 Bn USD<sup>[2]</sup>
- Premium\* Laptops > 50% of the market<sup>[3]</sup>
- Enthusiast sector
- We are estimating 30% of the premium\* laptop market
- Resulting in 15% of the Laptop market, and \$20 Bn USD

Premium\* Laptop Market (\$2000 + USD)



\* Premium Laptops loosely defined as Laptops \$2000 + USD

# Market Segmentation



- Varying Income Brackets
- Students Vs. Professionals
- Traveling Professionals
- Easy connectivity between devices
- Buying the Apple brand
- Excels at design work
- Fast start up for consumers on the move
- Easy Note taking for university Cities

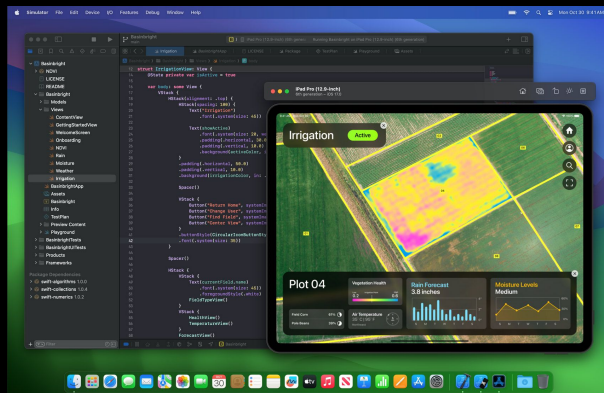
# Targeting

- Graphic Designers
- Video Editors
- Content Creators
- Game & Software Developers
- Students & Educators






# Positioning

- Unleashed Performance
- Premium User Experience



# Price

- Macbook Pro Retail:
  - \$2100 - \$5300
- Manufacturing cost:
  - \$1000 - \$1200
- Gross Margins
  - 110% - 440%

 <p>Space Grey</p> <p>New</p> <p>Apple M3</p>	 <p>Space Black</p> <p>New</p> <p>Apple M3 PRO</p>	 <p>Space Black</p> <p>New</p> <p>Apple M3 MAX</p>
\$2,099.00	\$3,249.00	\$5,299.00

# External Factors

- Macbooks Pro's pricing is between 6%-30% higher than competitors
- Apple follows a marketing skimming marketing mix



\$1650 - \$5000

# 527 official stores

across the globe and counting<sup>[1]</sup>

trained personnel  
access to all Apple products  
services & repair

# online store

shopping from the comfort of home

free delivery  
quickest access to newest models  
support & community



Increasing the reach, partnering with following

# reputable resellers

and many more..



# STAPLES



# Promotion

- Annual WWDC and Special Events
- Paid and unpaid product reviews
- Advertising through YouTube, Twitter, TV ads
- Sales promotions:
  - 7% off the retail price for university students
  - gifts of \$200 in value during back-to-school season
  - trade-in program: credits towards new purchases

# References

- [0] <https://www.apple.com/ca/>
- [1] [https://en.wikipedia.org/wiki/Apple\\_Store#Countries\\_and\\_regions](https://en.wikipedia.org/wiki/Apple_Store#Countries_and_regions)
- [2] <https://www.statista.com/forecasts/1181717/revenue-laptops-worldwide>
- [3] <https://www.grandviewresearch.com/industry-analysis/laptop-market>