Megan World

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Apple

* Industry:
  + Apple is the consumer technology industry
* Industry Life Cycle on Apple’s Business Strategy
  + The consumer technology industry is still in the growth stage with new technologies appearing everyday
  + Apple needs continuous innovation to remain competitive
  + introduction
    - Apple was one of the first companies to develop the personal computer. While the personal computer market is maturing, apple has begun to look for growth markets
    - Radical innovation
  + Growth
    - During the growth stage Apple came out with
    - Apple’s smartwatches are still in the growth stage.
    - iTunes- radical innovation, iPod-incremental innovation
  + Maturity
    - Mobile computing, such as smartphones and tablets, is in the mature stage, but they are stopping it from declining through continual innovations to compete in the mobile computing field.
    - Disruptive innovation
  + Decline
    - Desktop computer market is definitely in the maturity phase, and causing Apple is trying to innovate with new designs and super-fast technology. Still the market for these products limited to wealthy professionals and businesses.
    - Incremental innovation

Incremental: existing market, existing technology to attack the market

Radical innovation: brand new market, brand new technology

Architectural innovation: brand new market, existing technology

Disruptive innovation: existing market, brand new technology