

# Says

What have we heard them say? What can we imagine them saying?

### MARKET SHARE:

Analyze Apple's market share in India's smartphone market and how it has evolved over the years.

# SALES AND REVENUE

Examine iphone sales figure and revenue generated in India, and how they have contributed to Apple's globall financial performance.

### ENVIRONMENTAL

**IMPACT**: Evaluate the environmental impact of iphones in India, considering factors like e-waste management and energy consumption.

### PRICE POINTS:

Look at the pricing strategies for iphones in India and how they compare to other smartphone brands in various price segments.

### POSITIVE IMPACT

One of the most positive impact of the apple iphone is built with 100% clean electricity, and positively to all the readers.

### APP ECOSYSTEM:

Study the impact of the App Store on the Indian app development ecosystem and how it has benefited local developers.

### CHALLENGES AND **COMPETITION:**

Examine the challenges Apple faces in the Indian market, including competition from local brands and regulatory hurdles.

# **EMMISION PROGRESS**: The good news is that

Apple's gross carbon emissions are falling. According to its latest environmental progress report.

### CULTURAL AND **SOCIAL IMPACT**:

Investigate how the iphones has influenced Indian culture and society including trends in communication and lifestyles.

### E-COMMERCE:

Study data on iphone sales through e-commerce platforms and how online sales have contributed to its success in India.

### Does

What behavior have we observed? What can we imagine them doing?

# **Thinks**

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

## ECONOMIC IMPACT

Explore the economic impact of Apple's presence in India, including job creation, taxes paid, and contributions to the local economy.

### **EMPLOYEE SUPPORT:**

\_Apple and its employee support organisations and communities around the world through voluntering donations, and learning programs<u>.</u>

### COMPETITOR

**ANALYSIS:** Compare iphone's impact with that of other smartphone brands, such as samsung, xiaomi. This can be done through market share and sales data.

### LOCALIZATION

**EFFECTS**: Investigate Apple's efforts to localize manufacturing and sourcing in India, such as the "Make in India" initiative.

### CONSUMER **DEMOGRAPHICS**:

Analyze the demographic data of iphone users in India, including age, income levels, and urban vs. rural distribution.

# IOS ADOPTION:

Study the adoption of IOS versions in India and how this impacts user experience. Data on software updates and device compatibility can be informative.

### BRAND IMAGE AND **ASPIRATIONAL VALUE**

Investigate how owning an iphone is perceived in India, including its aspirational value. Analyze how the brand image influences consumer choices and purchasing decisions.

### **NETWORK CONNECTIVITY:**

Examine the compatibility of iphones with Indian network standards. Data on 4G/5G adoption and network performance can be crucial.

### CONSUMER PREFERENCES:

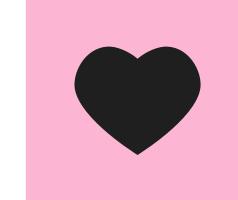
Analyze consumer preferences and perceptions through surveys and data on reasons for choosing iphones over other brands.

### **FUTURE PROSPECTS**

Consider the future prospects for Apple in India, including opportunities for growth and obstacles.

### **Feels**

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?







IMPACT OF APPLE'S

IPHONE IN INDIA