



Says

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

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

Thinks



Apple's sales in India hit a new high of about \$6 billion in the fiscal year .

Fastest growing major economy.

Revolutionized communication,playing games,watching movies,listening to music.

Tailoring to Local Needs
Local manufacturing could also pave the way for Apple to customise products to meet the unique preferences and requirements of the Indian market. Understanding and catering to local tastes might initiate a more profound connection with Indian consumers, something that multinational corporations often strive for in emerging markets.

Enhancing Global Supply Chain
India's strategic geographical location and growing expertise in manufacturing provide Apple with an opportunity to diversify its global supply chain. By establishing production bases in India, Apple not only mitigates risks associated with geopolitical tensions in other manufacturing hubs but also leverages India's competitive labour costs and improves infrastructure.

iPhone manufacturing in India allows Apple to bypass hefty import duties, thereby reducing the cost of the product for the Indian consumer. This move makes the brand more accessible to a broader demographic within the country, where price sensitivity is a key factor in consumer decisions. By producing iPhones locally, Apple is likely to strengthen its market share in India's burgeoning smartphone market.



APPLE'S IPHONE IMPACT IN INDIA

IPHONE

Hassle free security as long as you don't jailbreak.

The layout is such that you just know where everything is going to be.

The phone is highly responsive in every way. Siri is a fun assistant who can do a lot of things, and discovering those things is an awesome feeling.

Use iMessage.
Video chat with Face Time.

Use Shareplay to watch together.

Better security.
Get app updates first.



Does

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

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

Feels

