Hello, I am Prince Raj from India, and I want to share an idea that I was thinking about the other night.

A well-known fact that Apple is focusing on expanding its market in India across many cities and this idea is to become a support factor.

Starting from the very start, What I had observed as a college student is that most iPhone users are either college students or people working in the corporate sector, even though many of them don't afford to buy it, but they do buy. Some might buy it for its ecosystem and some for its brand value as I had bought my mac for the sake of having an apple named product, and as of today, after having 2+years of experience with mac, I always recommend people to go for mac if they are not much into gaming.

Let's get to the point. You can open stores and service centers in the college and companies campus so people who are the real users of apple products will get easy access to everything because they commute to that place every day and more people would get motivated to buy apple products for its easy accessibility to stores and service centers.

Why I am focusing on service centers because when an issue occurs in laptop and phones, people get much worried not only about its expense but how long would it take to get it fixed; otherwise, their work will get stuck in between, and they might have to go through a lot of stress and problems, and as a company, you don't want your users to take stress when using apple products, right!

You can start from 1st tier cities at first to test it out.

People still love to buy (mostly expensive) products from stores as compared to online stores.

And one more point to add, why did you change the apple LED logo in new MacBooks? They were the best, and they will always be.

Not only my personal opinion on that, but even Windows Users would also say the same.

this idea might be utterly rubbish as ideas can be, but as I wanted to share it, I did.(just for the cover-up, so I would not feel embarrassed if this idea is a rubbish one or a cliche. )

Thank you for reading it this far.

Prince Raj