



An Apple a Day

You're a part of Apple's strategy team. Apple is considering to start renting out earphones on an early basis, should they go ahead with it or not?

CASE TYPE
Unconventional

COMPANY NAME
Accenture Strategy

DIFFICULTY LEVEL
★ ★ ★

An Apple a Day

Can a Healthcare company tap into Smart Watch?

Case Type
Unconventional

Company Name
Accenture

Round
Partner

Difficulty Level



Problem Statement

You're a part of Apple's strategy team. Apple is considering to start renting out earphones on an early basis, should they go ahead with it or not?

Alright. I have a few clarifying questions.

Sure, go ahead

Why is Apple considering this move? Will this only be limited to certain cities or implemented worldwide?

The strategy is still in the ideation process. You are only required to check the feasibility and give your views.

Alright sure. Yes, I believe this idea could work out really well for Apple. There are two reasons for this. Firstly, the option of renting out iPhones would enable a large number of people to have access to an iPhone, which they usually miss out on given its high price range.

Fair enough, please continue.

Apple has a huge market base and has highly demanded products. This strategy would attract a lot of customers, increasing our customer base.

Secondly, this would provide us with a streamlined revenue chain, bringing in revenue all year round. Otherwise, our company usually makes maximum revenue at the time of launching new products. However, with this strategy, our brand can continue to stay in the limelight throughout.

Great, I really liked your second point. Let's end the interview here.

Alright, thank you



HERE'S A TIP!

The candidate could've started with analysing the various factors like competition, market research, operational constraints, financial feasibility etc.

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CASE FLOW

CASE FACTS

- 1 Apple wants to start renting out their flagship I-phones

