



Says

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



Thinks

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



customer

Apple's CEO Tim cook says, strong results driven by iphone's sale, registers 61% growth in india's smartphone market

Apple's sales in india hit a new high of about billion in the fiscal year, up nearly 50% from a year earlier, showcasing the increasing importance

Iphones in a country that emerged to be the fastest growing major economy

Apple has increased its iphone production in india but questions have been raised about whether assembling

"Try convincing these customers to buy anything other than an iphone and you'll see"

a prominent smartphone retailer told me. He says that in his experience, 70-80 per cent of customers who buy Apple on their minds will settle for no alternative.

Apple's supplier from china reported a reduction in the production of new iphone 15 at its tamil nadu plant.

As the california based company looks to diversify its supply chain away from china, it has been increasing the production of its popular product in the country.

Apple's alignment with india's manufacturing and technological goals, such as the 'make in india' initiative, indicates a strategic.

Apple not only ensures a more cost-effective production line but also fosters local employment

Indian consumer, this signifies more than just accessibility to apple's products.

In the financial year 2022-23 Apple produced 7 per cent of its total iphones in india.



Does

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



Feels

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