# Assignment: 3.3 Project Milestone 1

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Assignment: 3.2 Exercises

Assume you are working on a project for a business that has tasked you with finding a way to increase revenue across one product line by 5%. You are welcome to create the product line if it helps complete the assignment, but this is not required. Create a list of 10 questions you would ask the stakeholders and SMEs to solicit input needed to initiate this project.

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**Apple iPhone - iPhone unit sales have been declining steadily for 5 years.**

Apple did hit a bump in the road in April, at the end of its second quarter (and right in the middle of the lockdowns from the novel coronavirus). Apple reported iPhone sales of $28.96 billion in the second quarter of FY2020, compared to $31.05 billion in Q2 2019. But, by the end of Q3, year-over-year iPhone sales rebounded. Apple's Q3 2020 reports $26.42 billion this year, compared to $25.9 billion in the same quarter last year.

**Samsung Galaxy -Which Galaxy model should you buy?**

There's a shake-up at the top of the best Samsung phones rankings, as Samsung's new Galaxy Note 20 Ultra has reset the bar for judging the phone makers handsets. If you're looking for big-screen phones, you've got a lot of impressive choices, with both the Note 20 Ultra and Galaxy Note 20 joining the Galaxy S20 Plus and Galaxy S20 Ultra as some of the best phablets Samsung has to offer.

**Nike Air - Nike Air Max**

Nike designers painstakingly dialed in each detail and element from a three-decades-old pair to create the closest replica to the original 1990 Nike Air Max model yet. The silhouette's most authentic retro iteration to date, the shoe carries its OG name and features the original tooling with forefoot Nike Air unit and a tapered midsole in the toe. Nike designers additionally matched the inner lining pattern, and the collar and tongue foam packages are as close to the predecessor as possible. The Nike Air Max III — led by an eggplant women's colorway and a laser blue men's colorway — has the same collar and heel heights as its originator, as well as labeling on the tongue and collar.

**Sony PlayStation 5 - PS5: release date, specs and news for the PlayStation 5**

The PlayStation has always offered more to the AV world than just games. It has scored well with DVD playback, Blu-rays and 4K streaming over the years. So what will the PlayStation 5 have to offer at launch? Will it be an 8K machine? Will it still support optical media? When is the PS5 release date? How much will the PS5 cost and when will PS5 pre-orders be open to all?

We've been reporting all of the PS5 news as it's been released and now have more concrete information than ever after the very latest official PS5 Showcase event, which gave us a longer look at forthcoming games and the all-important PS5 price and pre-order information.

* **PS5 release date:** 12th November in the US, Japan, Canada, Mexico, Australia, New Zealand and South Korea; 19th November in the UK and rest of the world
* **PS5 price:** the PS5 Digital Edition price is £360 (€400, $400, AU$599) and the full-fat PS5 with disc drive will cost £450 (€500, $500, AU$750)

## **Nike Jordan - Jordan Brand Celebrates the Jordan V and More for Summer 2020**

April 02, 2020 - The Jordan Brand Summer 2020 collection brings fresh takes to Jordan classics, weaving together Jumpman heritage and contemporary style. The new line offers something for everyone, including two Air Jordan V editions celebrating the silhouette’s 30th anniversary, a retro of the Air Jordan XIII “Flint” and new colorways of the Air Jordan XI low.

A close up of a map

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(*google trend* 2020)