Do you think Apple should sell non-Apple products in its store? Why or Why not?

*What are the mission statement?*

Apple's corporate mission is “***to bring the best personal computing products and support to students, educators, designers, scientists, engineers, businesspersons and consumers in over 140 countries around the world.***” Given that various types of customers Apple have, it is certainly important to include amazing non-apple products into the store if they greatly enhance customers’ user experiences. If there are additional necessary products that are commonly used with apple products to improve their workflow, it makes no sense for them to go to another website or store to purchase them.

*What are the benefits/advantages?*

Nowadays, using non-apple products often requires you to use apps in the apple store. The app store ecosystem is a huge advantage that apple has. Although these providers could provide the same thing for android, it takes them a lot of time to accommodate the hardware differences. Since we are implementing such integrated services, it is easier for them to implement any changes or new features to our customers. It could incentivize our customers to stay with Apple if they want to improve their current workflow along with those new changes. In addition, commission is another source of revenue, given the huge number of customer base that we have. It is easy for Apple to charge commission for selling their products on my site or store.

*What are the potential downsides?*

Although we are running the risk of diluting our brand image, we can work with those providers to enhance their packaging to make sure that the brand image is not diluted in anyway. We can make sure that if they are selling those products on apple premise, they must follow those guidelines.

*The Conclusion*

Ultimately, Apple is about bringing the best personal computing experience to users. There are strategic and monetary benefits to selling non-apple products on our premise. And downside is negligible. Therefore, I believe that Apple should sell non-apple products in its store.