

Identifying and solving brand problems

Apple

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Background information

Originator: Apple

Foundation date: 1976

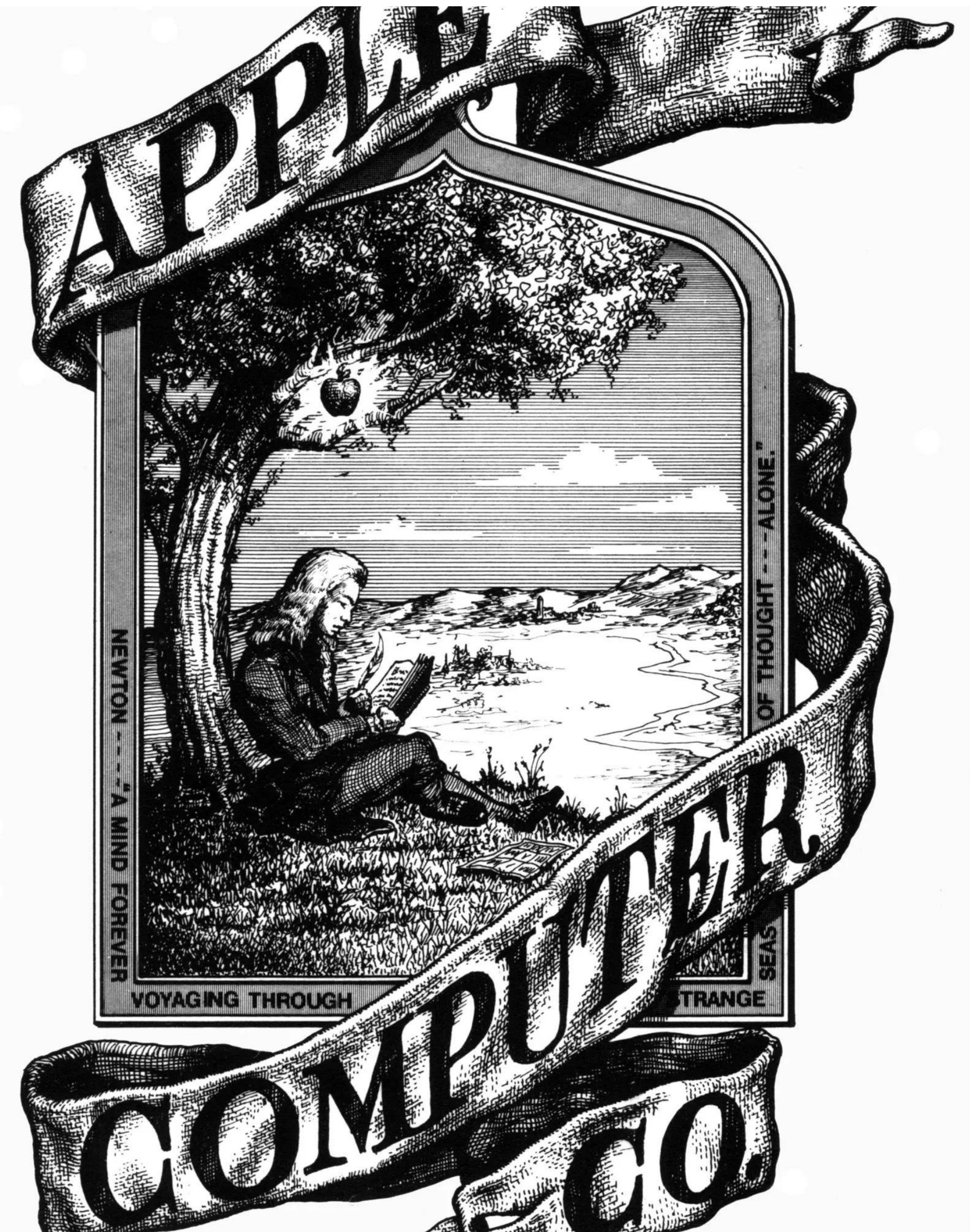
Country: The United States

Headquarters: Cupertino, California

Area served: Worldwide

Price category: Expensive

Owners: Karl Icahn, Arthur Levinson

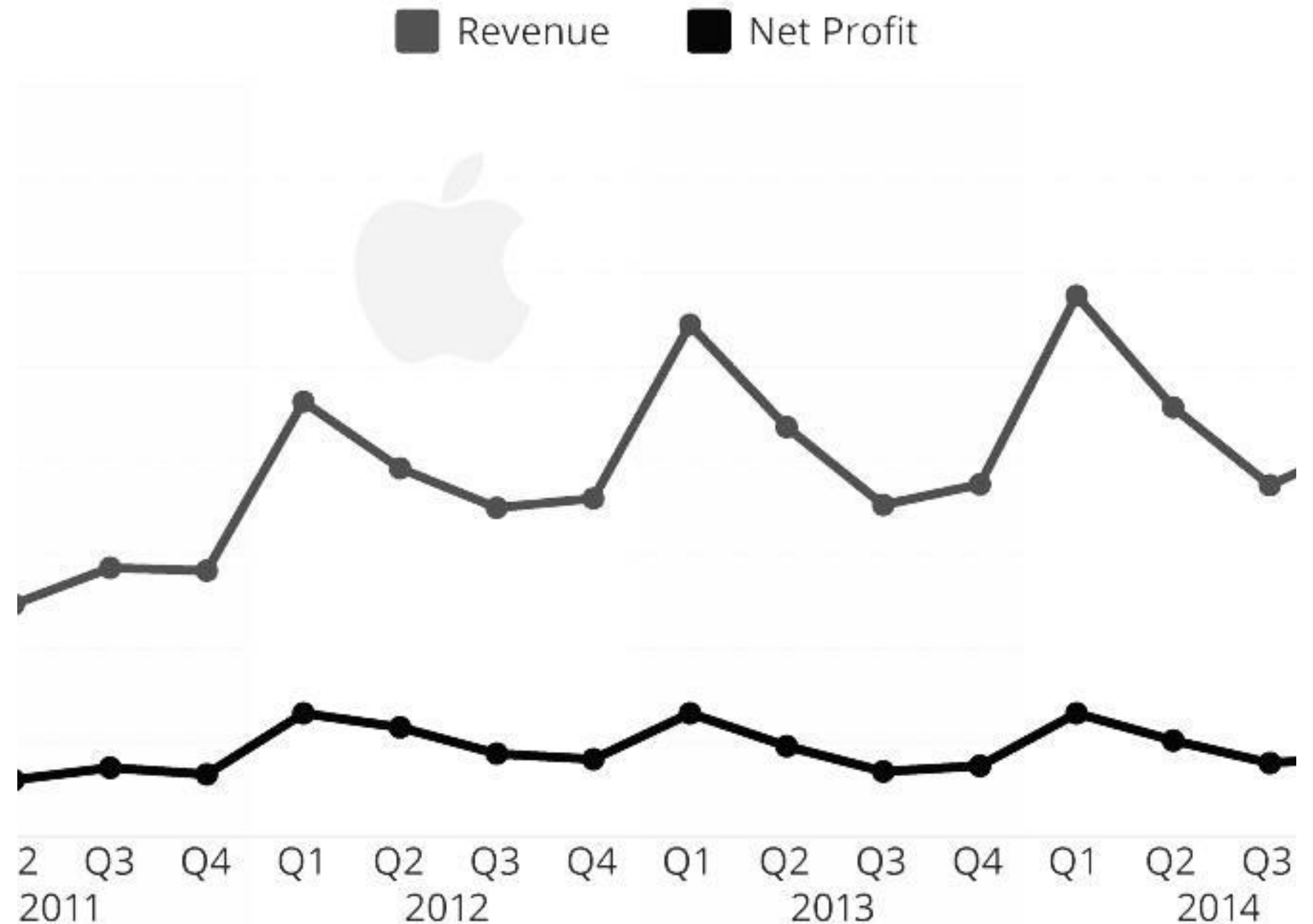


Danger

- Apple's problem is that many of its critical components are sourced and manufactured exclusively by outsourcing partners from the USA, Asia, Europe. Thus, the company remains exposed to significant risks of supply shortages and price increases.

Historic Quarterly Earnings

Revenue/net profit per business quarter (in billion U.S. dollars)



*Apple's business year ended on September 30th

Source: Apple

\$274,5 billion

Apple Annual Revenue

Dates 90s

- 18-25: It is expensive, almost unaffordable for most citizens. For my generation most have products from Apple. Apple technologies have always been and will be prestigious in this category of people.
- 30-45: It isn't expensive for this category of people. For my generation most have products from Apple. This category no longer needs Apple technology as much as in the previous one.
- 50-65: It is quite expensive. For my generation few people use Apple. This category no longer needs Apple technology.

Solution

- Price: luxury
- Image: outside and technological
- Trading platforms: specialist store
- Advertising: TV, mass media
- Slogan: *Think different*



Conclusion

Apple is the strongest brand. Many people still consider Apple products to be the standards of design, quality, convenience and status. It is customer loyalty that allows Apple not to think about prices, but to sell expensive and wonderful products

