



Brand Story-
How Apple
has Emerged as
Innovative
Market Leader

Your Company Name

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Agenda for

Brand Story- How Apple has emerged as innovative Market Leader



01

Showcasing Apple's story through overall brand progress as a global leader in terms of high brand value



02

Highlighting brand performance through advertising initiatives, product line, marketing mix, etc.



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Comprehensive highlights of Apple Inc. as global brand

This slide provides information regarding overall brand overview of Apple Inc. with details about geographical presence, annual revenues, website, major competitors, etc.

Firm Name	Apple Inc.
Founded	April 1, 1976
Sector	Computer hardware, software, electronic consumer products
Geographical Presence	Across globe
Headquarter	Cupertino, California, United States
CEO	Tim Cook
Annual Revenues	\$365.81 bn
Total Number of Employees	154,000
Website	www.apple.com

- Apple Inc. is a multinational American firm which focuses on developing and selling consumer electronics, computers, software and additional services
- Considered as one of the prestigious brands, especially in terms of market capitalization and brand recognition
- iPhones, with Apple's own operating system iOS generates a total of 54% of firm's revenues
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Identifying potential customer segments across Apple's target market

This slide provides information regarding customer segmentation that highlights the division of Apple's target customers in specified market into distinct groups such as teenager, college & university students, business professionals, & adults.



Teenagers

- › Teenagers prefer iPhones and iPods
- Reasons for using Apple products –
- › Socialize with friends
 - › Listen to music
 - › Streaming social media platforms
 - › Using gaming applications



College & University Students

- › Students utilize Apple products such as MacBook, iPads, iPhones
- Reasons for using Apple products –
- › Rapid recording of notes
 - › Easy and lightweight to carry
 - › Easy task organization in devices



Business Professionals

- › Professionals are highly captivated by Apple products such as MacBooks, iPads, and iPhones
- Reasons for using Apple products –
- › Easy communication with clients
 - › Efficient working
 - › Documents are easily organized
 - › Top-notch business quality



Adults

- › Adults consider iPhones to manage everyday requirements
- Reasons for using Apple products –
- › Phone calls
 - › Internet connection
 - › Camera
 - › Documents



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BCG matrix to analyse Apple's product line

This slide provides information regarding BCG matrix to assess existing Apple's product line. The planning tool helps to assess firm's products and services to decide what offerings to keep, sell or invest more in.

Products with rapid growth and expansion along with high market share

Product – iPhones

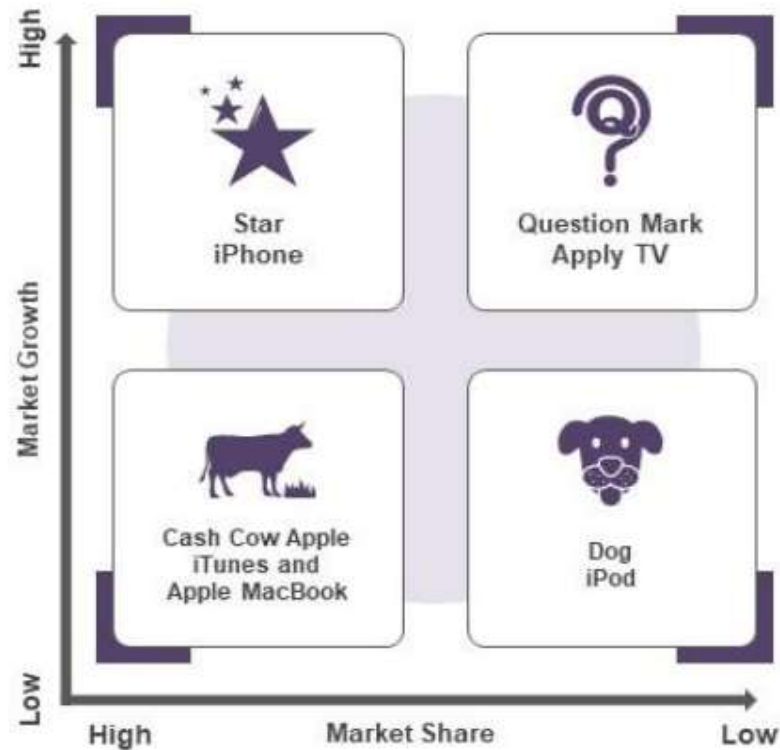
Factors for competitive advantage -

- > Products have high stature with unique design and advanced technology
- > Loyal customer base
- > Potential for further expansion
- > Breaks sales record with every new launch

Capable in funding products across question mark and stars segment

Product – Apple iTunes and Apple iMacs or MacBooks

- Characteristics -
- > Retained high market share
 - > Improved cash flows for firm
 - > Strong and loyal customer base that prefer Apple products exclusively



Mostly new ventures with high market risk; few becoming stars and other getting divested

Product A

- > Launching of Apple Smart TVs
- > Product is earning limited money, but far from reaching true potential
- > Opportunity – Product will become star for Apple if ecosystem issues are fixed

Product B

- > Smartphone in growth phase

Low market share and growth of diversification

Product – iPods

Reasons for lost customer attraction –

- High competition
- Lower customer demand
- Considered as a loss-making commodity for Apple
- Used to have high growth potential due to slower market growth



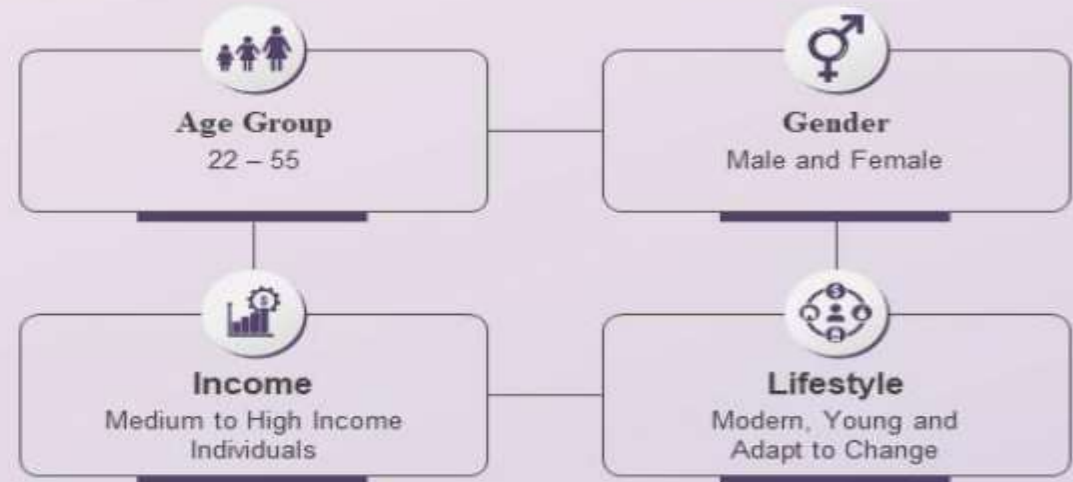
Product diversification targeting to potential customers

This slide provides information regarding targeting of potential products to relevant customer. Apple caters different target group such as music lovers, professionals & teenagers, urban population.



Extensive Targeting

- › Differentiated marketing strategy – creation of custom market programs to match each target market
- › Apple is well coordinated and is capable to accommodate the strategy
- › Add text here



Apple targets three target groups

- Target Group 1 – Music lovers – targeted for Apple iPod & iTunes
- Target Group 2 – Professionals & Teenagers who are early adopters – targeted for iPhone, Tablets, MacBook
- Target Group 3 – Urban population with sufficient purchasing power to buy Apple products and services – targeted for Apple TV, Apple iWatch, iBooks, & Apple Pay
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Various Apple products offering ultimate value to customers

This slide provides information regarding different products and services offered by Apple such as Mac, iPod, iPad, iPhone, Apple Watch, additional software and services.

01

Mac

- › One of the pioneer product manufactured from Apple
- › First personal computer accessible to public along with graphical user platform
- › Models – iMac, Mac Pro, MacBook Air, MacBook Pro, MacBook

02

iPod

- › Portable versions of online music player
- › Models – iPod touch, iPod Nano, iPod Shuffle

03

iPad

- › Innovative product with advanced functionality and design
- › Enable users to sync laptops and cell phones
- › Models – Apple iWatch Series 5, Series 3

04

iPhone

- › Smartphone with multi touch feature
- › Models – iPhone 13 Pro Max, iPhone 12 Pro, iPhone 11, iPhone X

05

Apple Watch

- › Watch to track user's fitness schedules
- › Models – Apple iWatch Series 5, Series 3

06

Additional Software and Services

- › Brand's operating software – MacOS
- › Technical support – Apple Support
- › Music streaming service – iTunes



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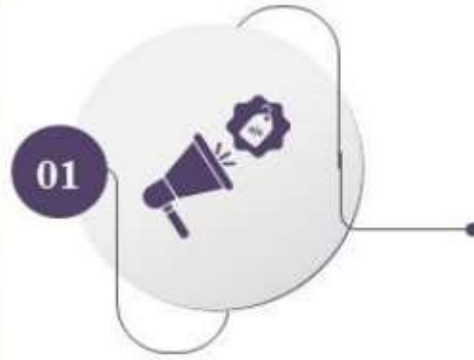
Promotional initiatives by Apple to persuade target audience

This slide provides information regarding promotional initiative by Apple in order to achieve goal to inform or persuade target audience through elegant promotions, limited price – based offers, and premium media.



Apple Product Advertisement

Thinner, lighter, faster, facetime, smart covers- 10 hours battery, starting at \$499.



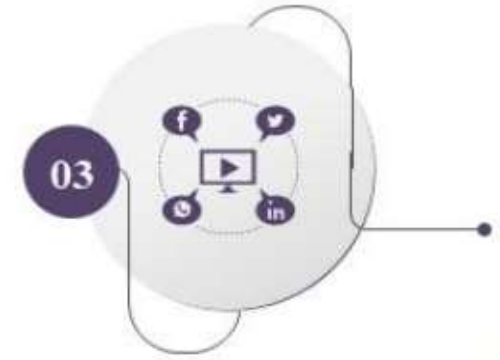
Elegant Promotions

- › Promotional initiatives include platforms such as television and print media
- › Simple promotional strategy with white and elegant background
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Limited Price – based Offers

- › Limited locations offer older models at discounted prices by bundling with larger or highly expensive products such as MacBook models
- › Discounts for college students



Premium Media

- › Apple ads appear during product launch
- › Ads highlight product specification, etc.
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