

How have the marketing strategies used by Apple helped it improve its brand image in the USA?

Table of Contents

Findings.....	2
Introduction.....	2
Analysis of Findings	2
a. Strengths	3
b. Weaknesses	3
c. Opportunities.....	4
d. Threats.....	5
Conclusion	8
References.....	9



Findings

SWOT analysis considers the organization's vital position and business environment; it gives an assessment of the internal and external potential and restrictions; it is the indispensable resource for any organization's records and information. Advancement is the key to upper hand in today's quickly evolving environment (Keller, Lane, Parameswaran and Jacob). Mac tackles the outline, progression, and promotion of Macs, iPods, iPhones, iPads and proficient programming. Apple Inc. has been around since 1977; the organization has achieved awesome accomplishment, by being imaginative and decided. There is no chance to get of realizing what will happen to Apple Inc. in the up and coming future, however a SWOT analysis, which measures the qualities, shortcomings, opportunities, and dangers to a business, can help our organization propose techniques to exploit their vulnerabilities to expand our organization's piece of the market share.

Introduction

Apple inc. is an effective enterprise with an extremely prominent name in the market. They have built up themselves by outlining and manufacturing PCs, mobile phones, music players, programming, and applications in the IT business (Kotler, Philip, and Armstrong). The organization has many operations in America, Europe, Japan and Asia-Pacific, and acquires more than half of their deals from their operations outside of the US. The company's most essential portions are Consumer hardware, PC, and PC programming.

Analysis of Findings

SWOT Analysis

a. Strengths

- Apple's iPod deals helped the organization's income. iPod permits Apple Inc. to get to new segments that buy different things of the Apple brand (Kapferer). The Apple scratch pad deals are high likewise, and every deal speaks to a vast contribution to the organization's profit.
- Apple has demonstrated it to their rivals and themselves that they are one of the best IT brands in the IT business, setting up dedicated and energetic customers that supporting the brand. Apple has faithful clients, as well as when they enlist new customers, they hold them.
- These products are easy to use with a smooth outline, known the brand, tried and true, sensibly valued, a high piece of the overall industry.
- Steve Jobs CEO of Apple Inc. has known not visionaries and convincing; his products may not make the business sector. However, his item sets awesome qualities for the corporate community.
- According to Fortune Magazine, for three back to back years Apple was a standout amongst the most respect organization in the U.S and in the globe.

b. Weaknesses

- The organization is extremely domain and directing. Apple keeps the offers of equipment to them. Apple does not permit different organizations to extend equipment's work with their products, in this manner keeping the working framework close up.
- Faulty screen and batteries for the Apple iPod Nano, which may have set back the organization picture.

- Despite the measure of salary the organization profits, Apple declines to pay profits for their investment opportunity award previously (Aaker, David, and Joachimsthaler).
- The music industry is influencing Apple to support the costs of its download music record. Craftsman in the music business profits more cash from iTunes than when they offer their unique CDs. As per the New York Times, CDs fell 20% a year ago from 2007. On the off chance that Apple offers into the weight, it will be thought to be a business shortcoming; Apple has sold 100 million iPods and through iTunes music store more than 6 billion melodies sold.

c. **Opportunities**

- By offering Apple scratch pad to an distribution of schools and colleges, are they showcasing their products, as well as they, are accomplishing clients by permitting them to end up agreeable and acquainted with what the brand brings to the table? By making this early introduction, Apple catches clients before they even realize that they are clients (Hoffman and Bateson).
- Apple is known for assembling astounding products that are easy to utilize and by and large generally welcomed.
- As innovation progresses, Apple will have the capacity to make new products and increase new market divisions (Keller, Lane, Parameswaran and Jacob). This will help Apple diminish the expense of creating and present capable assembling structures.
- Diverse in: Security gadgets, software's, broadband and PC programming.
- Improving the guarantee plan and diminishing the costs of their products will expand the piece of the overall industry.

d. Threats

- Ideas are anything but difficult to duplicate. Microsoft and Linux have their own rendition of the graphical client interface (Kotler, Philip, and Armstrong). The interfaces for touch screen are being utilized on different telephones, for example, Google's Android. Makers are likewise making applications accessible for other PDAs and gadgets.
- The organization is confronting different issues in creating nations, for example, China experiencing synthetic harming and wellbeing dangers with one of their touch screen suppliers. In a period when multinational organizations outsource item segments from various markets, the wellbeing and natural obligations required in the generation of those segments couldn't be avoided by those organizations.
- Apple costs them outside of the IT market. Other advanced mobile deals for a lesser quality, in any case, they seem to perform like the iPhone.
- Both Google and Apple are contending no holds barred. Google has an open working framework, soon Google will move into the TV space.
- Globally, if the economy is down the requests for higher valued things will probably diminish (Kapferer). Apple does not offer different options to their higher deciding products, which pushes their purchasers to change to different fabricates.

For any company, the main test can control the change that happens surrounding us. Having the organization partake in a standard improvement will control the progressions and, take in more with respect to particular areas. On the off chance, planning to discover growth, the result will allow the organization to get ready and react.

Marketing Mix

In the wake of directing research, assembling and examining the information gathered, we will decide our focused position in the commercial center (Aaker, David, and Joachimsthaler). Organizations can deal with their promoting activities by assembling a rundown of enormous undertakings.

- On a quarterly basis, the organization will mastermind an aggressive analysis to be finished.
- Identifying and talking about focused key ranges those are of favorable circumstances and inconveniences.
- Focus on the US market. Extensive organizations, for example, Apple have reallocated their positions onto different nations and markets. We can furnish general society with an arrangement of products and a wide distribution of IT stock that is practical.
- Incorporate both examinations of the opposition and of the demographic business sector to extend and apply advertising methodologies that will fortify the corporate community position.

Our company staff will have special access to information about our adversaries than some other workers in our organization. Customers routinely indicate deals partners deals advertisements, bargains, value sites, and other information accessible to us from our opposition. A deal partner's set of working responsibilities involves them to assemble affinity with the buyers, get the customer to banter inconveniences they have in the rival's stock (Aaker, David, and Joachimsthaler). In the wake of structure resemblance with the customers, they will feel like they trust the deal partners judgment and begin uncovering the favorable circumstances, solid focuses, and client administration programs our rivals have. In the event that conceivable, our

deal partners will get any duplicates of our rival's business advertisement. The organization will have a general month to month gathering to stay up with the latest with the opposition. Every business worker will keep all found information with respect to our rivals in organization information base.

Numerous strategists concur that a firm should eternally take a stab at both relative ease position of products and management and also a position of relative separation from the opposition (Hoffman and Bateson). Firms must take part in both procedure and item advancement. Some conceivable procedures our organization might use are:

- Lower costs.
 - Advertising periodical and much of the time.
 - To improve the piece of the pie and customer base, we would purchase out a rival.
 - Improve products with new development.
- To build up our organization's piece of the information on a division base, the following

formula will be used:

$$\text{Current Market Share} = \frac{\text{Company sales}}{\text{Industry sales}}$$

Industry sales

The equation will give the organization a reasonable thought of how deals volume looks at to the conflicts. Since we are an immediate competitor of Apple, we will have the capacity to execute the innovative work process at the same rate as Apple (Hoffman and Bateson). This will be the best time to take an interest in contending with Apple's innovation and offer the general population gadgets and PC equipment.

Conclusion

Apple inc. has fulfilled them to end up a fruitful organization by appropriately figuring out how to minimize their shortcoming and manage their current dangers to the organization (Kapferer). By holding down the unsafe perspective of their operation, the organization can boost their possibilities, qualities, and opportunities. In the event that the organization focuses somewhat additional on the U.S. advertise and enhance their innovative work, they will have the capacity to set up customer support in the U.S. furthermore, truly is the key organization that different rivals in the IT business needs compete head to head.



References

Aaker, David A., and Erich Joachimsthaler. *Brand leadership*. Simon and Schuster, 2012.

Hoffman, K., and John Bateson. *Services marketing: concepts, strategies, & cases*. Cengage Learning, 2010.

Kapferer, Jean-Noel. *The new strategic brand management: Advanced insights and strategic thinking*. Kogan page publishers, 2012.

Keller, Kevin Lane, M. G. Parameswaran, and Isaac Jacob. *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education India, 2011.

Kotler, Philip, and Gary Armstrong. *Principles of marketing*. pearson education, 2010.

