

Apple Z1 Marketing Plan

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Abstract

We are launching a cutting-edge mobile variant Apple Z1 in the market, to understand the situation we have performed PESTEL and SWOT analysis. Apple is for individuals who want the best personal computer or mobile device and leads the technology industry with the most innovative products. Apple emphasizes technological research and advancement and takes an innovative approach to business best practices – it considers the impact our products and processes have on its customers and the planet. Apple Z1 focusses on bringing our vision alive again through its unique features.

PESTEL Analysis – Apple Inc.

Political: Trade war with China is risky for the company's potential growth. If Chinese government impose heavy taxes on Apple products it can impact its final price. To combat it Z1 manufacturing will be done in India as it will not increase its cost significantly.

Economic: Developing countries like India and South Africa and Guyana are raising the disposable income of the middle class. This class understands technology and appreciates what Apple has to offer. This is the reason why the sales of Apple products in India have risen considerably in the last 4 years. Also, easy finance is another factor that will entice a middle-class person to go for a premium model in case it is able to offer much more than just a phone device. Also, with Inflation at an all-time high and ongoing Russia – Ukraine conflict, there are negative emotions in the market.

Social: The purchasing potential of the middle class has risen all over the globe, so Apple's luxury products sales have also risen. Apple products are more of a status symbol for many societies, so this mindset has also raised its sales.

Technological: Technology has a very short lifespan; thus Apple needs to update its products more often so that it can beat its competitors easily. 'Security'. Apple needs to keep pace with these ever-growing threats. Speculation of entry by new players like Tesla in the mobile phone industry is another factor that Apple cannot take lightly.

Legal: Legal factors can always create a threat to the company if not followed. So, the agreement is necessary otherwise Apple can face lawsuits which will result in a bad brand image.

For example, it must be extra careful in how it accesses and used user information in countries like India and Europe that have now formulated very strict Data Protection laws.

Environmental: The biggest issue that the company is facing is the disposal of used or non-working electronic devices. The expense of disposing of devices, particularly those containing lithium batteries, could be high. Z1 will have to dispose of its electronic equipment at the end of its useful life.

SWOT Analysis of Apple Inc.

Strengths: Apple is known as a leading tech innovator. iPhone is one of the most sought-after mobile phone brands due to its exclusivity & high brand recall. Apple has always implemented a complete marketing strategy which includes TV commercials, Print Ads, Online advertising, etc. The brand has a strong following on social media platforms & focuses a lot on digital marketing. iPhone offers best-in-class design & features like retina scans, camera, waterproofing, large screens, 5G, etc.

Weakness: Apple has products in premium space, which gives opportunity to its competitors to sweep in and make a name for themselves. The market share of Apple is also declining, one of the main reasons for which is their significant dependency on the iPhone. Issues over customer information privacy & legal battle in the past have hurt the brand image. Apple is often charged with violating the patents of other firms and has also lost trials, which damages the brand's reputation and the financial condition. The revenues of Apple are hugely based on the sales of iPads and iPhones.

Opportunities: Apple needs to revise its distribution strategy. An expansion of the distribution network will facilitate its reach to more customers worldwide. Apple has not yet introduced products that are made completely from green technology. It has not yet applied completely sustainable and eco-friendly technology. iPhone can continue to innovate & reach out to newer markets globally. Constant innovation to make mobile phones much more compact, fast & newer features can attract more customers

Threats: Considerable growth of its competitor's OS, Android. Android's hegemony reduces iOS's control to encourage consumers to join Apple. Up to 20% of Apple's yearly revenue is affected by the COVID-19 outbreak. Changes in currencies of other countries affect Apple's profits. Apple faces the issue of unauthorized sellers illegally using its brand image to sell fake products in developing countries. The government of the USA has enforced high tariffs on goods from China, which will increase the total cost of goods, as a result, it will negatively influence the profit margins.

Target Segmentation

Demographics: Target segment: Upper class, top-level executives, people with a good amount of dispensable income. Age:18 to 54. This brand will be aimed at Gen X and Gen Y

Geographics: Apple products have a huge demand in Europe so that will remain the priority, other key markets will be the US and Asian markets.

Psychographics: Apple has a branding strategy that focuses on emotions of people who associate with elite and hi-tech class of society.

The Apple brand is not just intimate with its customers, it's loved, and there is a real sense of community among users of its main product lines.

1. Personalities – Confident, ambitious, tech-savvy, brand conscious, prestigious, creative
2. Lifestyles – Elite class, upper middle/middle class, living in Urban cities.
3. Interests – High-end technology, fascinated in future with AI, increasing productivity, latest trends, tech news
4. Opinions, attitudes, and beliefs – High living, good standard of living, prefer premium products only without any compromise

Behavior – Security of data will be on the top frontier of Z1. We will go big on popular platforms like Instagram and TikTok.

Marketing Mix Apple Z1

Product: iPhone Z1 will offer a unique operating system, probably M2 chip, promising a flexible working environment and light-speed multitasking. for creative professionals and business class who aim for extreme efficiency. The surprising feature is it will have sleek foldable design that will unfold to become a mini-iPad. It will offer super retina displays, 5G connectivity, 30 hours battery life, crash detection, 24MP camera and an AI voice recognition program that will remove most manual tasks. It will have a mini projector mode. This phone will come with a wireless charger, with apps linked with other Apple devices. It will have a compact and light version of Final Cut Pro a powerful video editor and more such apps.

Place & Distribution: iPhone has a strong distribution and place strategy as a part of its marketing mix. Some of them are as below

1. **I-stores:** These are apple owned stores with highly knowledgeable service people.
2. **Independent stores:** Few high-class stores, especially in malls, also place iPhones with other mobile phones.
3. **Online:** On all major e-commerce stores
4. **Direct:** From website and Apple Stores.

Z1 will adopt both direct and indirect distribution channels to get the gadgets to consumers.

Pricing: Z1 will also follow price skimming strategy. To cement it in that exclusive club, we will not offer any discount schemes. It will be priced at \$4999.

Promotion: Apple iPhone Z1 is for ultra tech enabled professionals who aim for extreme efficiency. Tech industry experts and influencers will be our main aim to promote iPhone Z1 to test our '*Think Different*' vision through Z1. Our CEO will pull out the phone from the pocket and declare it the most powerful & efficient *processor* in the pocket that man has ever carried. The key thing here is that in every media (Online/Offline) event, iPhone Z1 will be labeled as the best processor that you can carry in pockets for people who aim extreme efficiency.

From the traditional front, we will fully utilize television, billboards, newspapers, magazines, and radio. We will be comparing our phones with the leading processors in the world. With advertising we aim to show the world that if you have iPhone Z1 in your pocket, you don't need to carry a DSLR for photography or an iPad.

Branding Strategy (Internal & External Factors)

Apple has a branding strategy that focuses on emotions of people who associate themselves as elite members of society. Owning Apple Z1 is about being a representative of the cutting-edge AI enabled premium device which unlocks efficiency levels for Millennials & Gen Z to unimaginable levels. For Apple Z1, we aim to collaborate with many 3rds' parties. To list a few ideas, here is a brief outline.

1. Apple has features that will replace the need to carry an iPad, a professional camera. Its positioning is around setting it up as compact yet most efficient device in the hands of humanity.
2. Along same approach as mentioned above, apple will tie up with Epson to understand the dynamics of the technology used in projectors and to introduce a mini projector in Apple Z1 for Business professionals.
3. Apple's brand recognition is high, and we will build on it our "marketing campaign" through online and offline advertising with our campaign slogan "Future in your pocket".
4. A minimum of 75 new stores will be set up that will only cater to these elite and hi-tech knowledge customers. Billboards will showcase, iPhone Z1 as the most powerful, compact and future AI enabled tech device in pocket of a man/woman.

Summary

Instead of entering the budget phone market with their new launch, we are trying to create an entirely new segment for hi-tech AI fascinated elite customers. Using SWOT analysis, we checked all Weaknesses and Opportunities for our Marketing plan.

Once we identified that, we used the PESTEL framework to figure out the challenges we might face or opportunities we must cover in the market. We know that with our Brand name we have, there are a lot of expectations from us, so it was crucial to do a proper marketing mix of the product. This gave us proper guidelines on how to go about launching our new product.

Through proper Segmentation, targeting and positioning, we were able to develop customer personas and were sure about who we are targeting and where to find them.

Once we covered all aspects, we were successful in creating a proper Branding strategy using all External and Internal elements. Z1 is unique in multiple ways:

1. We will have an AI-enabled 24MP camera and a mini projector in it.
2. With Final cut pro mini, it will be a dream for all content creators and filmmakers
3. Its sleek folded design will unfold to double the size, so that creative professionals and business executives can replace their usage of mini-iPad.

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