

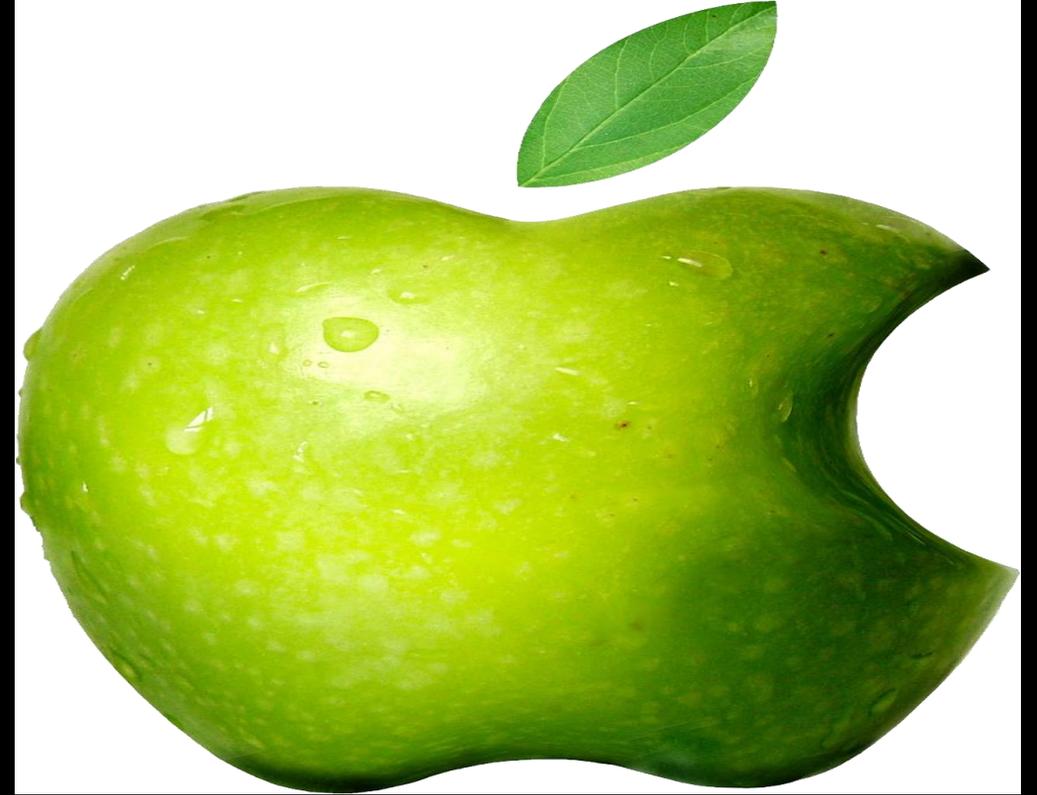
# **ASSIGNMENT 3**

**MY GAME WINNING MOVE  
STRATEGY FOR GREEN  
APPLE PRESENTING TO  
TIM COOK, CEO APPLE**

**George Holobetz, Jr.**

**Chief Strategist**

**December 5, 2023**



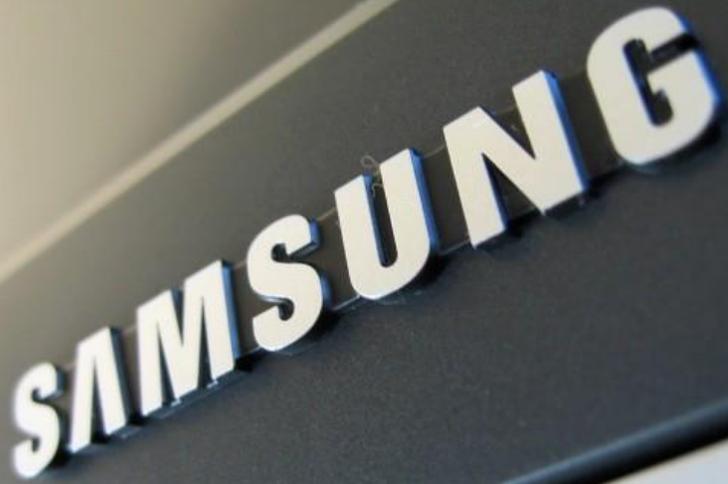
# WHAT WE ARE GOING TO COVER

- WHAT THE CURRENT PLAYING FIELD LOOKS LIKE NOW
- WHAT THE COMPETITION HAS BEEN UP TO
- WHAT WE HAVE BEEN UP TO
- WHAT IS AROUND THE CORNER
- WHAT IS OUR GAME-WINNING MOVE

# WHAT THE CURRENT PLAYING FIELD LOOKS LIKE NOW

- THE US SMARTPHONE MARKET ABOUT \$75B-2022
- BY APPLE 50%, SAMSUNG 30% AND LENOVO 11%
- HIGH VALUE AND HIGH PROFIT ON HIGH PRICED UNITS  
>\$1K/UNIT





**SAMSUNG**

# WHAT THE COMPETITION HAS BEEN UP TO

- **SAMSUNG LEADS GLOBAL SALES 22%**
- **SAMSUNG GREW 1% YOY 2021-2022, APPLE 3%**
- **LENOVO GREW FASTEST IN US MARKET 7% 2020-2022**
- **GLOBAL MARKET ABOUT \$485B IN 2022, EXPECTED TO BE ABOUT \$785B 2029**
- **ALL COMPANIES ARE INNOVATING TO DIFFERENTIATE THEMSELVES**



**lenovo**

# WHAT WE HAVE BEEN UP TO



5G

- DESPITE THE SMARTPHONE MARKET DECLINE 9% YOY SINCE 2019
- OUR MARKET SHARE WENT UP 3% GLOBALLY 2021-2022

APPLE IPHONE SALES HIT RECORDS EVERY QTR, SINCE PANDEMIC STARTED

IPHONE SALES HAVE BEEN 52% COMPANY REV.

26% YOY INCREASE  
\$1K +  
5% YOY INCREASE  
\$.5-.8K

# WHAT IS AROUND THE CORNER



- WANTS OUR MARKET
- INNOVATING HAVE AN
- ADVANTAGE IN CHIPS

**lenovo**

- COMMITTED TO GROWING IN US
- DOMINATES LOWER-END MODELS UNDER \$500
- WANTS TO GROW IN HIGHER END
- WEARABLE EYE GLASSES



- WE WANT TO GROW IN SERVICES
- GREEN APPLE

# WHAT IS OUR GAME-WINNING MOVE

- **CREATE A NEW DIVISION CALLED GREEN APPLE**
- **CURRENTLY HAVE PARTNERSHIPS; THIS WOULD BE A NEW CONSULTING SERVICE FOR THEM**
- **WISC-WORLDWIDE INNOVATIVE SOLUTION CONSORTIUM, STRATEGIC ALLIANCES**
- **SERVICES ARE NOW THE 2<sup>ND</sup> LARGEST REVENUE GENERATOR BEHIND iPhone**
- **SERVICES ARE EXPECTED TO BE OVER \$100B IN 2023, CONSULTING \$100M 2023-2024**
- **71.5% GROSS MARGINS IN SERVICES VS 34.5% IN HARDWARE**
- **THERE IS A FUTURE FOR USING GREEN MARKETING**



