

Joel Bailey

Professor Nevill

2/19/2020

- 1) The four competitive strategies Apple engage in are cost leadership, cost focus, cost differentiation and differentiation. Apple uses cost leadership by using this strategy to create a low-cost position among their competitor's. It is very effective in gaining customers and will draw a lot of customers attention. Cost focus apple pursue for cost advantage. They find the unique need for their customers. Apple cost of productions concentrate mainly on low cost manufacturing countries. Apple differentiation has been successful because they differentiate it company from other company. Their products or service are always outstanding and more beneficial than their competitors. Cost differentiation is to be special than your competitors. Unlike other phone manufacture apple do a good job at focusing on special need of buyers in the market. They use the target people of every age to build a vast market structure for the business.
- 2) The three most important factors in Apple's past success are their loyal customers, good customer services and the invention of new Gadgets. Without these loyal customers there wouldn't be Apple. The customers bring the income to the company and refer other customers to be a part of the customer trend. Good customer service, once you explain your needs or problems that the customer is having, they respond immediately and always solve the issue. Apple has been successful in providing new innovative products. For the past decades' apple has launch different gadgets such as iPhone, iPod, iTunes, and apple store.

- 3) I believe Apple been doing a phenomenal at carry the legacy of Steve Jobs. It's been few years since he passed away and millions of people still buying Apple products. In today era people like to use Apple product more than any other phone manufacturer. Every year Apple come out with a new iPhone. Coming out with these new phones has been a success for the company. Everyone wants to latest iPhone.
- 4) I believe Microsoft was not able to achieve the same success that Apple has because Apple set a strong foundation of what they company is about. They weren't a regular phone manufacturer; they surpass all their competitor. Apple built product that was unusual and unique which no other competitor has. With the improvement of backing up data, not a lot of people like to do hard drive. What Apple did was very intellectual. For customer to back their data up your simple download the app or you can connect your phone to the machine. Window users often have virus problems and Microsoft didn't really find a way to solve that problem. With Mac they have lack of virus because of the advance virus detectors.
- 5) Yes, I would buy Apple stock. The company is a very successful company. Imagine the success that the company is at, few years from now they will be even more unstoppable. With the different invention it is hard to go downfall from there.