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LESSON 4: HARDWARE AND SOFTWARE
CASE STUDY: APPLE

1. Apple is a leader in applying the differentiation strategy. What Apple seeks with this is to differentiate its product, which it achieves by designing a unique aesthetic for its electronic devices (for example, it produces different colors of mobile phones for each model, the quality of its products is very good and it offers innovative options that are not offered by other competitors. All this is attractive to the customer who is willing to spend a lot of money on their products to enjoy the unique benefits offered by Apple.
2. I believe a number of reasons have contributed to Apple's success, but I consider three in particular to set Apple apart from other major rivals like Samsung. The first issue is the use of competitive strategy. As I've previously noted, Apple provides its consumers with a number of exclusive privileges that encourage customer loyalty and a willingness to pay any price for new goods or services. For instance, the extraordinary accessibility with which two Apple devices may be synchronized encourages people to purchase additional iOS devices and have them connected. Marketing is the second factor, in my opinion. In recent years, Apple's marketing has evolved into highly straightforward and eye-catching advertisements that draw viewers in immediately. Thirdly, Apple is a well-known brand that has managed to keep a good reputation to this day. Its owners have been successful

in managing and maintaining this. Because most people already know about the things in the advertisements, they don't need to go into great detail about them; instead, they show elegant, smart, and nice products.

3. Steve Jobs' role in the company was totally determinant for its success. He was a true leader and developed new products that conquered consumers. He applied his leadership to the company and together with the differentiation strategy he created a brand that has been at the podium of technology in the last decade. One of the factors that have determined his success to this day has been the constant innovation of the products. Every year they release a new iPhone, and in the following months a new Apple Watch or a new generation of Air Pods. It is clear that Steve Jobs developed a perfectly structured business, with specific roles for each department, efficient marketing and management strategies, and leaders who have been able to keep the brand image in his name. In my experience, Apple has not disappointed with the products released in the last few years so I would invest in it. Also, I can say that on both continents where I live, people wait anxiously for Apple to release a new product and always want to have the latest generation or model.
4. Microsoft has long been one of the most important technology companies in the market, however, in the last decade, Apple has been able to implement its strategy successfully and has achieved goals that Microsoft has not been able to. The first factor I believe is product differentiation, Microsoft has not been able to create products that completely attract the consumer and turn them into loyal customers, however, it has put more effort in developing its software to other computer manufacturers. Second, Microsoft's innovation and marketing is not as flashy as Apple. Despite constantly trying to

differentiate its product, Microsoft has struggled to do so. Third, in addition to innovation, Apple always releases new products in a short period of time, which makes customers want to buy the new product to try it out, while Microsoft has always had a harder time releasing new products. Fourth, Apple allows you to synchronize information easily from one iOS to another, this is a convenience that many consumers value highly when making the decision of which product to buy, and it also creates the need for you to have more than one Apple product. Finally, branding. When Apple releases a new product, it creates excitement among the public and its new features go viral, creating the need to buy it. However, people don't go that "crazy" to buy a Microsoft product.

5. Personally I would buy a share of Apple as it is one of the safest companies to invest in the market. It is true that there are times when it is losing, right now the price per stock is down to 148.82, but it is estimated to rise to 210.00. The stock market is in continuous movement and it is unpredictable to know what is going to happen in the next few days, but you can study its path and act based on the statistics. It is always safe to invest in safe companies like Apple or Amazon, especially as a beginner.