

Marketing Mix – Apple's iPhone 6

Student's Name
Institution

Introduction

Apple's iPhone 6

- iPhone – is a line of smartphones designed by Apple Inc.
- iPhone runs Apple's iOS mobile operating system.
- iPhone 6 –is the most recent generation (iOS 8) of iPhone
- Apple Inc. unveiled iPhone 6 and iPhone 6 Plus on September, 9th 2014.



Marketing Mix

What is the marketing mix?

- A planned combination of controllable elements of a product's marketing plan.
- It is also termed as the 4-P's.
- They are:
 - Product
 - Price
 - Place
 - Promotion

Product

- **Definition**

- Something (good/service) offered to the market to satisfy someone's needs or desires.
- They include:
 - Tangible goods
 - Services & Experiences
 - Ideas & Events
 - Properties
 - Information
- It also covers a combination of goods and services offered to the target customers

- **Product – Apple iPhone 6**

- iPhone 6 – tangible product
- Full 1-year warranty
- 90 days of Apple Care warranty

The logo consists of the Apple logo (a white silhouette of an apple with a bite taken out) followed by the word "iPhone" in a white, sans-serif font, all contained within a black rectangular background.

Price

- **Definition**

- The amount of money to be paid by a customer in exchange for a product. Price varies in accordance with market dynamics

- **Price – Apple iPhone 6**

- Premium and flexible pricing strategy meets the needs of various customers. The base model is provided at a low price (\$199)

CAPACITY	PRICE	
	iPhone 6 plus	iPhone 6
16 GB	\$299	\$199
32 GB	\$399	\$299
64 GB	\$499	\$399

Place

- Definition

- Describes when and how a customer can access a product.
- The point (location) of sale can be physical or online
Place – Apple iPhone 6
- iPhone 6 can be purchased either in-store or online
- Pre-orders

Promotion

- **Definition**

- Promotion entails activities that have been undertaken to ensure that the targeted customers are aware of the existence of a product and its features. Promotion combines:
 - Advertising
 - Sales promotion
 - Public relations

- **Promotion – Apple iPhone 6**

- Apple uses unique promotion techniques:
 - In-store adverts
 - Television adverts
 - Online adverts – Social networking sites (Twitter, Facebook)

Changes & Conclusion

- Leadership changes:
 - Departure from power culture
 - Tim Cook promotes task-oriented culture
- Collaboration:
 - \$3 billion deal with Beats Electronics -Increase and sustain market share
- Changes to iPads and iPhones:
 - Apple Pay – Revolutionize the Credit/Debit card industry
 - New iOS with a universal search tool
 - Expansion of iCloud storage
- Changes are driven by the decease of Steve Jobs and the preservation of the innovativeness and creativity at Apple
- In summary, the mix depends on the type of product, product portfolio, target market, competitors' behavior, product positioning, global issues and marketing objectives.
- Effective marketing mix strategy matches customer needs. By developing products devoted to Apple's vision, the company has created an excellent customer loyalty

References

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