Price and Place/Distribution of Apple Inc

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**Introduction**

In the recent past, Apple Inc. has made tremendous marketing efforts aimed at ensuring that the organization’s activities are aligned with the prevailing market conditions as well the consumer needs. It, therefore, becomes very critical to conduct an evaluation of .the company’s pricing distribution strategies. The utilization of effective channels as well as the ever growing portfolio has been very important in ensuring success of the company in the global market. These marketing elements have played a vibrant role in the understanding of how and why the company has been experiencing expansion in the different parts of the world.

**Distribution Strategies**

Apple Inc. greatly depends on a holistic distribution model (Heracleous, 2013). This model takes an advantage of the diversity in the available distribution channels. Consumers should always be able to access the services and products in any part of the world and during any period of the year. The channels and outlets that the company uses should be widespread so as to ensure that the entire distribution process is fruitful. Traditionally, Apple utilizes a very selective strategy in its distribution which ensures smooth supply of the goods and services to the end user. The company also provides specific retailers the power to take control over some marketing tools and strategies. In the distribution strategy of Apple Inc., it has availed its services and products in online stores, apple authorized stores, retailers, and offered fulfillment services. This is a strategy that has been very fruitful thus earning the company notable and big profits.

**Channels, Selective**

Apple Inc. employs the use of selective distribution models. These models have been very effective in the marketing of its products. The selective approach involves a certain degree of exclusivity that can restrict the company’s market reach and coverage. The company uses online and non-online channels to distribute its products and services to its clients. It has been exploiting multi-channels that have been useful in increasing and improving overall sales for the company. The company has got more than 200 stores all over the United States of America (Chen & Ann, 2016). However, this is lower than other multinationals such as Coca-Cola. Nevertheless, these stores record more productive and effective per unit. It has been able to experience expansion in their retail sales per a single store which has played a major role in the expansion and promotion of the company’s revenues. Additionally, the company has partnered with a retailers who work with the stores so as to increase the sales level.

**Dynamic/Static Pricing Strategies**

Apple Inc. exploits a static pricing strategy (Chen & Ann, 2016). This is because the company’s main focus is on the delivery and production of premium products that are sold at similar prices in every market. Unlike other similar companies, Apple has standardized its prices for some products in various foreign stores. This implies that the company is focused on the premium clients. This pricing is done in an effort to influence the middle and lower class individuals. The pricing strategy includes the breaking down of the prices and the discounts offered to consumers. This strategy has put the company in the frontline in the market due to its effectiveness.

**Daily Pricing, Promotion Pricing**

Apple Inc. utilizes a premium pricing strategy which shows that the marketing elements of the company are very essential in its pricing strategies (Chen & Ann, 2016). This premium pricing approach focuses on maintaining high-end replication of the company and its products offerings. This strategy also works to attract and targets a smaller marker share which includes the middle and upper social classes in the society. The premium pricing strategy used by Apple Inc. has helped the company in maintaining higher revenues and profits from its operations.

Practically, the company does not provide any discounts through the sales direct channels. The discounting has been effected in the furnished products only. Moreover, the company maintains the reseller pricing at a stable level despite the many legislations and policies that have illegalized the setting of dealer pricing by companies. In some cases, the company has worked to ensure that the prices of the products and services are maintained at a reasonable level through implementing lower dealer margins, zero discounting and ensuring that the terms the reseller pricing are consistent with the products they offer (Khan, Alam, & Alam, 2015). Additionally, Apple Inc. has got very exclusive online and retail stores that are very attractive to the consumers.

**Conclusion**

On a conclusive note, it is crystal clear that Apple Inc. has put in place very efficient and effective strategies in its placing and pricing. These strategies have been implemented with the aim of enhancing the marketing of its products. The company has been able to effectively manage the stabilization of the retail prices. Therefore, the integration of the various channels as well as the ever growing portfolio has aided the company in ensuring successful existence and operations in this very competitive market.

**References**

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