Brand Strategy

Chad J. Don

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Professor Meraj Khan

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**Introduction**

Apple Inc. is one of the best performing multinationals. The company enjoys a very effective branding strategy which has kept it in the forefront. The brand has evolved and still remains to be one most consistent in the industry. This effective branding strategy remain a tool in ensuring exception consumer experiences. The objective of this report is to address the 5 elements of situational analysis within the Apple company.

**1. Situational Analysis for Apple Inc.**

**Mission**

Apple's vision explanation and mission statement are provide the baseline of the company’swealth as a standout amongthe most important business’s in today’s business world. The Apple company was founded in 1976 in Cupertino, California. Apple Inc. has manage to expand into an image of advancement and polish in outline which are have a direct relationship to both the company’s mission and vision statements, thus, allowing Apple to keep motivating the company workers to provided assistance and add to its competitive advantage. Apple’s mission statement is the following:;“Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App store, and is defining the future of mobile media and computing devices with iPad.” (O'Grady, 2009).

**Vision**

The vision statement of Apple Inc. is very well written &detailed andreflects the company’s far-reaching method in guaranteeing product development and company growth. For example, the companys vision statement counts numerousimportantemphases, like, the emphasis on development, which directly corresponds with Apple's fast advancement system. Similarly, the vision statement determines honesty, which is an essential part of the company’s way to deal with item development and progression(O'Grady, 2009).

**Strategic objectives and Values**

Apple Inc. brand strategy aims at accomplishing its mission to maintain the products value. The company focuses on designing and producing the best quality of their products. Apple Inc. is very much involved in their supplies since the company works closely with the suppliers in assisting them to make unique products. The company also engages the suppliers at a personalized level to ensure that policies and standards of the company are maintained and observed both at the domestic and global level. The company enhances customer loyalty through improved customer support through its designed stores where customers can relax and enjoy their wide spread of products (Lüsted, 2012).

**2. Strengths/Weaknesses**

**Strengths**

Apple Inc. has got a significant brand image for its electronic products. The organization has got very strong and effective ethical values. This is one of the notable strengths of the company which has made it overpower its opponents. Additionally, the company has invested in hi-tech which keeps it at the forefront. Also, the company has got very effective marketing strategies which have kept its performance in the global market at its best. Apple Inc. has got very skilled and energetic workforce which is a great asset for the company (Lüsted, 2012). The organization has got a very effective management and staff who are well trained and equipped to meet the consumer needs and ensure a friendly environment in an effort to maintain its good brand image. Another strength is the large customer base which keeps it very competitive in the industry.

**Weaknesses**

One of the weaknesses is that the company has limited use of outside software. This means that no software programs from other products apart from Apple products that can be uploaded in an Apple product. Another weakness is that Apple Inc. products are not compatible with other carriers. This causes a lot of inconveniences to the users. Notably, counterfeit products and software usage are a weakness to the company. Recently, the number of counterfeit products have being on an increase thus posing a potental threat the company’s image (Lamb, Hair, & McDaniel, 2012).

**3. Competitor's Strengths/Weaknesses**

**Strengths**

One of the strengths of the competitors is that their products are compatible with other products. For instance, Samsung has got products whose parts and software programs are compatible with any other electronic. Also, competitors have come up with locally and cheap spare parts unlike Apple’s which are very expensive to acquire.

**Weaknesses**

One of the weaknesses of the competitors is the lack of continuous innovations. Another notable weakness from the competitors is the poor marketing strategies. Also, a failure to invest in technology and young talents is a weakness witnessed in Apple’s competitors.

**4. Market Segments**

Initially, Apple Inc. considered a socio-economic segmentation base in the consumer market. This was mainly because it was concerned with the capture of the social business class so as to maintain social value. However, in the recent past, the company has been expanding its client base to the middle and lower class people. This has been achieved through designing cheap but quality products which are affordable by any member of the society (Lamb, Hair, & McDaniel, 2012).There are Apple Inc. products that are currently trading at very low prices. Besides, Apple Inc. has segmented its market by considering the need for geographic and demographic aspects of their locations.

**5. Maintaining Brand Image**

Apple Inc. has introduced customer loyalty reward programs that are aimed at maintaining the image brand. Additionally, the company continues to produce quality products despite the ever changing market conditions and needs (Lamb,Hair, & McDaniel, 2012).This has greatly aided in maintaining its brand image. Technology also continues to play a vital part in maintaining the company’s brand image, whereby all the products are hi-tech. The online stores also continue to play a significant role in ensuring that the brand image of the company is maintained.

**Conclusion**

On a conclusive note, the company appreciates the importance of branding, placing, promotion. These strategies has kept the company competitive among its biggest competitors. Additionally, Apple Inc. has invested in innovation as part of its branding strategy thus conquering the industry in a unique manner. Technology remains an important part of the branding strategies of Apple Inc.

**References**

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