

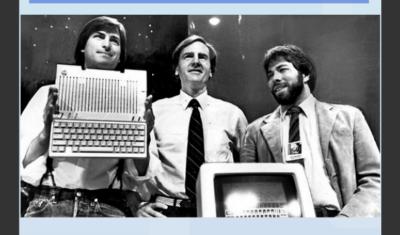
Phone Hacking and Rupert Murdoch's News Corporation

Apple, Inc

Apple Inc. is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services. Its hardware products are the iPhone smartphone, the iPad tablet computer, the Mac personal computer, the iPod portable media player, and the Apple Watch smartwatch.

Apple was founded by Steve Jobs, Steve Wozniak, and Ronald Wayne on April 1, 1976, to develop and sell personal computers.

Founders



Product



Product

- These Iphones all come in different styles.
- The rectangular shape has become the standard shape for most smart phones.
- The phones are very open to customization via many ways, including stock color and case.
- They come with accesoriess packaged in with the phone.

Price

Available iPhone Prices

You qualify for the following iPhone pricing:

		Before Nov 08, 2012	After Nov 08, 2012
10 mm	iPhone 5: 16GB	\$649.00	\$449.00
200	iPhone 5: 32GB	\$749.00	\$549.00
	iPhone 5: 64GB	\$849.00	\$649.00
	iPhone 4S: 16GB	\$549.00	\$349.00
	iPhone 4: 8GB	\$375.00	\$199.00

Price

Apple sets the price of the iPhone 6 at 650, 750 and 850. But they offer deals with cellphone carriers

	No contract			
Any carrier	16 GB	64 GB	128 GB	
	\$650	\$750	\$850	
2-year contract				
AT&T	\$560 - \$800	\$660 - \$900	\$760 - \$1,000	
Sprint	\$680 - \$920	\$780 - \$1,020	\$880 - \$1,120	
Verizon	\$470 - \$830	\$570 - \$930	\$670 - \$1,030	
T-Mobile	\$660	\$760	\$860	

Place

Apple uses a very standerd plan for distributing their products. The Apple Assembly House produces the product then distributes the product to CNF, Stockist, Supermarket, Apple Web Store, and a middle man who then gives it to a Wholesaler