

# Mittal Steel in 2006: Changing the Steel Game

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### Founders

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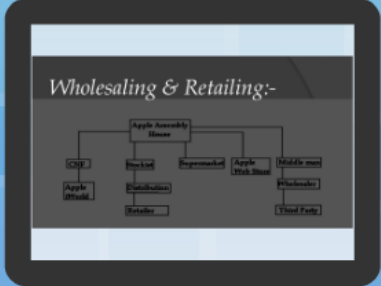
### Apple Inc

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### Price

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### Product

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### Price

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### Place

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# 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.

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# Product



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## 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 accessories packaged in with the phone.

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# Price

## Available iPhone Prices

You qualify for the following iPhone pricing:

		Before Nov 08, 2012	After Nov 08, 2012
	iPhone 5 : 16GB	<b>\$649.00</b>	<b>\$449.00</b>
	iPhone 5 : 32GB	<b>\$749.00</b>	<b>\$549.00</b>
	iPhone 5 : 64GB	<b>\$849.00</b>	<b>\$649.00</b>
	iPhone 4S : 16GB	<b>\$549.00</b>	<b>\$349.00</b>
	iPhone 4 : 8GB	<b>\$375.00</b>	<b>\$199.00</b>

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# Price

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

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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 standard 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

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