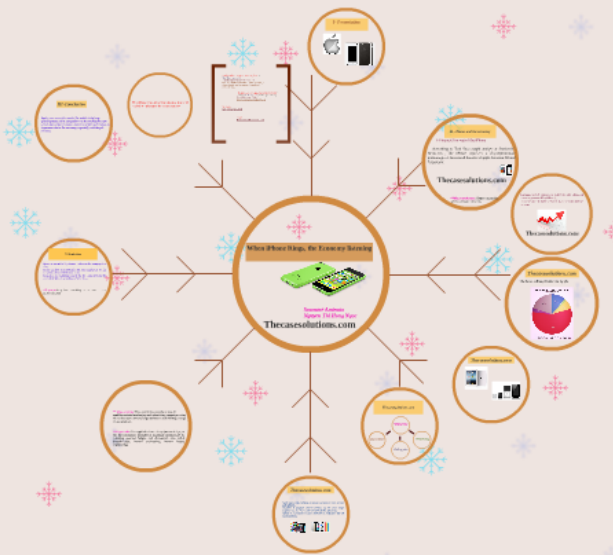


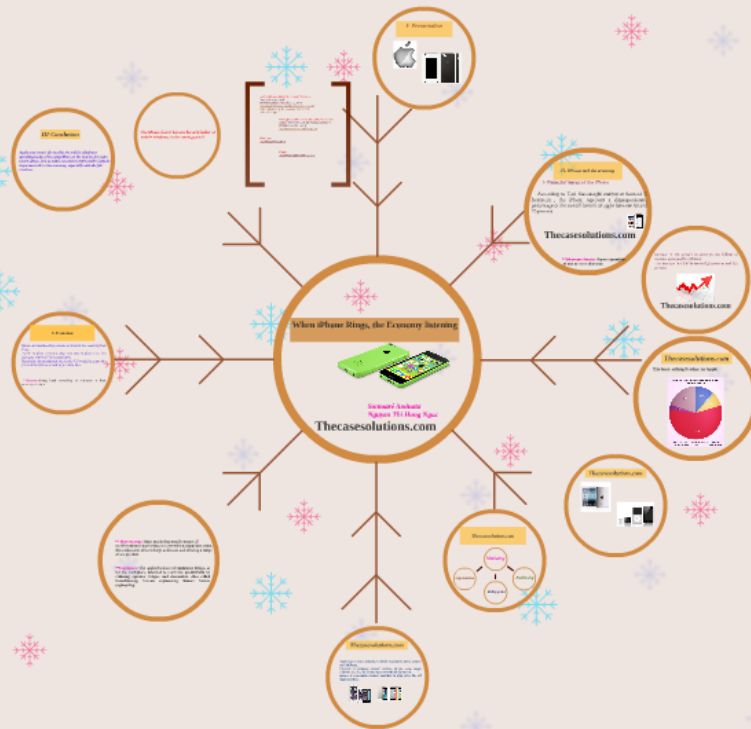
Toni Sacconaghi at Sanford C. Bernstein

Thecasesolutions.com



Toni Sacconaghi at Sanford C. Bernstein

Thecasesolutions.com



When iPhone Rings, the Economy listening



*Soumaré Aminata
Nguyen Thi Hong Ngoc*

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II- iPhone and the economy

1- Financial impact of the iPhone

According to Toni Sacconaghi analyst at Sanford C Bernstein , the iPhone represent a disproportionate percentage of the overall benefit of apple between 60 and 70 percent



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****Disproportionate:** Report quantities of two or more elements

Increase in U
revenue gener
An increase
percent

com

ies

Increase in US growth in 2012 (\$ 100 billion of revenue generated by iPhone).

An increase in GDP between 0,25 percent and 0,5 percent

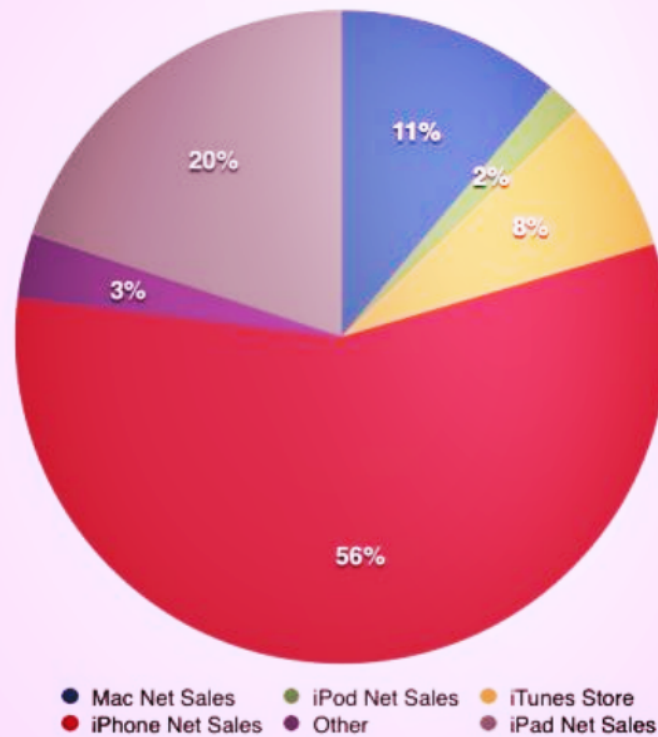


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The best- selling Product in Apple

Apple Inc. Revenue by Category - Fiscal Q1 2014
by MacRumors.com



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Marketing

Segmentation

Positioning

Policy price



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Apple uses a mass strategy to attract consumers (men, women and children).

However, it proposes several versions of the same range (iPhone 2G, 3G, 4S, 5S and most recently the iPhone 6).

iPhone is a premium Product available in high price like all Apple products.

