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**TheCaseSolutions.com**

Welcome employees,  
to the Apple Inc. Head  
office!

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The iPhone 5S  
**TheCaseSolutions.com**  
How are we going to  
introduce it effectively  
into the current  
marketplace?



# Using Scenarios to Plan for Tomorrow

In conclusion...



## TheCaseSolutions.com

What is Scenario  
Planning?

So what is Scenario Planning?

Go to GoSoapBox and  
complete the Quiz- **What is  
Scenario Planning?**

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Scenarios Apple Inc. has devised:

- Increased use of Smartphone technology from younger generations.
- \* Global financial crisis occurs again in 5-10 years, impacting supply & demand
- \* Reduced cost of smart technology with more advanced supplier techniques
- \* Apple iPhones will no longer be the preferred smart phone with the evolution of other devices from Samsung and HTC



Discuss now on GoSoapBox!

What benefits does **Scenario  
Planning** have for an organisation?



Step 6: Check for Consistency and Feasibility



Steps in Scenario Planning

Step 1: Define the scope

**TheCaseSolutions.com**  
Looks at how broad and wide the time frame is, the areas in which you would like to conduct business as well as the competitive environment as well as other internal and external factors.



Vote now on GoSoapBox!

Should **Apple Inc.** use Scenario planning based on the conditions in the external environment we face?

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Apple's Current  
Environment

- \* Competition from Samsung, HTC smartphones
- \* New users of iPhones i.e. Youth/younger generation
- \* New regulations with new elected government that could impact?

Would scenario planning be beneficial in an environment like this?

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**Scenario Planning  
is...**

- \* A Strategic thinking tool- What will our future look like?
- \* Creating balance between under prediction and over prediction- reaching a middle ground.
- \* "Depict possible futures, but not the strategies to deal with them".
- \* Selecting several possible futures and designing business processes to be prepared for responding to them (i.e. natural disaster & loss of suppliers)

**When Should Scenario  
Planning be used in an  
organisation?**

- There have been a number of costly surprises in the past
- Poor innovation and generation of new opportunities
- Competition is high and competitors are using this tool.
- The industry is about to or is experiencing significant change
- There are a number of different opinions from stakeholders- many of which have merit



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