

Founders



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Apple Inc.

Apple is an American multinational technology company that specializes in consumer electronics, software, and services. It was founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne. The company is known for its iconic products, including the iPhone, iPad, and Mac. It is also a major player in the services industry, with offerings like iCloud, Apple TV+, and Apple Music.

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The Apple iPhone

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Price

Apple's iPhone 11 is available in three colors: Midnight Green, Silver, and Gold. The price starts at \$699 for the 64GB model and goes up to \$799 for the 256GB model. The 512GB model is available for \$999. The price is the same for all three colors.

Model	64GB	128GB	256GB	512GB
iPhone 11	\$699	\$749	\$799	\$999
iPhone 11 Pro	\$999	\$1,099	\$1,199	\$1,399
iPhone 11 Pro Max	\$1,099	\$1,199	\$1,299	\$1,499

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Product



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Product

The iPhone is a line of smartphones designed and marketed by Apple Inc. It is the most popular smartphone in the world, with over 1 billion units sold as of 2021. The iPhone is known for its sleek design, high-quality camera, and powerful performance. It is also known for its ecosystem of apps and services, which makes it a very attractive device for users.

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Wholesaling & Retailing:-



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graph TD
    AA[Apple Assembly] --> D[Direct]
    AA --> I[Indirect]
    D --> AR[Apple Retail]
    D --> AW[Apple Wholesale]
    I --> TP[Third Party]
  
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Place

Apple uses a very standard plan for distributing their products. The Apple Assembly House produces the product and distributes the product to OEM, Student, Supermarket, Apple Store, and a mobile store who then gives it to the retailer.

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The Apple iPhone

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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 accesoriess 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	\$649.00	\$449.00
	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

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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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