

YOC AG: Integrating the Mobile Phone into the Marketing Mix

TheCaseSolutions.com



Opportunities

1. Increasing demand and expansion in various fields like environment and health care, and becoming cheaper. Higher competition will not make the field a disadvantage, and other countries to be taken.
2. **Appropriate**
There will be almost no limit to what can be done which is already in the market area currently. Unconstrained ability to find diverse opportunities.
3. **flexibility**
The increasing demand of the physical, digital and computer with global scale allows emerging and finding the market and new technology being built in a state.

SWOT

strength

weaknesses

Objectives

Target Market

Marketing Mix

Thanks for listening

Objectives

- SWOT
- Target Market
- Product strategy
- pricing strategy
- Distribution strategy
- Promotion



SOWT

strength

1.innovation

Iphone is an innovation smart phone that has touch screen feature which is new patented technology from Apple Company. And it combines many different functions that exist in other mobile product in one device.

2.Quality

Iphone features a high quality in the possession of the brightest screens that resist scratching. Also it has software suite that can resist computer viruses

3.Compatibility

Unlimited possible for upgradeability that is what was intended from iPhone will work with iTunes, Mac apple products and OS software tools.

4.Price

iPhone would be sold at \$350, which is reasonable for all it can do. It is better than any mobile product in the market and it grouping several features in one device raises its overall value.

TheCaseSolutions.com

weaknesses

1.Image

the apple brand is not oriented towards business people as well as does not have a reputation as being compatible with global companies

2.User interface

Gorilla arm is a problem suffered by touch screen interfaces, that means long term use of inputs in a flat solid surface becomes uncomfortable.

3.Prices

iphone has higher prices than other competitors as well as operating system with restricted software support with which leads the customer to another competitors

Strength

1. innovation

iPhone is an innovation smart phone that has touch screen feature which is new patented technology from Apple Company. And it combines many different functions that exist in other mobile product in one device.

2. Quality

iPhone features a high quality in the possession of the brightest screens that resist scratching. Also it has software suite that can resist computer viruses

3. Compatibility

Unlimited possible for upgradeability that is what was intended from iPhone will work with iTunes, Mac apple products and OS software tools.

4. Price

iPhone would be sold at \$350, which is reasonable for all it can do. It is better than any mobile product in the market and it grouping several features in one device raises its overall value.

TheCaseSolutions.com

2. U
Go
Scre
of in
unco

3. Price
iphone
comp

Opportunities

1. Increasing demand and expansion to a new target segment:

As the advancement of smart phones and technology be cheaper, Apple company will attract who use iPod and want entertainment, and other consumer to buy iPhone.

2. Upgradeable

iPhone software allows exciting characteristic to be brought in which take benefits of the touch screen capacity. Upcoming versions will also be hardware upgradeable.

3. Partnerships

To overflowing the market with iPhones, Apple company corporate with global mobile phone company and thus decreasing the costs and increasing long term revenues.

1. Increased competition

More than before smart phones now are easier for companies to make. Many companies may enter the market because these market earning economic profit. And Apple and other competitors contractors can movement around patents to form comparable devices.

2. Downward pricing pressure

Many firms supplied smart phones with high technologic features and quality and iPhone is one of that device, so when many firms entering the market prices is going to fall.

3. Difficulty expanding into Asian market

There is fewer hype and awareness in Asia since smart phones are better known and already generally used.

4. Competition (Palm)

Threats

Target Market

- The target for apple iPhone is to keep it different from the other personal digital assistants on the marketplace.
- The middle upper income expert is Apple primary customer target, so it becomes easy for them to communicate with their family, friends and coworkers during their busy schedules.
- Apple also have a business target to partner with, like the large cell phone service providers, AT&T, Verizon, sprint and cellular.

TheCaseSolutions.com

- Ta
- Pr
- pr
- Di
- Pr

Marketing Mix



product strategy

For all apple products they have a full year warranty and also optional three years apple care warranty. They have new product that will jumped with special edition version for example: iphone Beatles celebrating their 40th anniversary. In 2008 they have divided their lunching one with less advanced features and one with advanced version for professional use. They also have added new features to the iphone like large disk storage capacity, lower weight, thinner device, long battery life, 4G wireless, GPS and improved camera.

pricing strategy

They have a cheap price of 349\$ for the base model and the more advanced one is for 399\$. Apple have special prices for limited edition Beatles iphone. In generally iphone wants to lower its prices to confirm that they dominance in the market as short of time as possible.

Distribution strategy

- 1.Huge rollout global at all reputable major retailers
- 2.Huge rollout Online, showroom and in all cell phone Markets
- 3.All Apple Stores and Apple website will offer themselves to the iPhone
- 4.Eye catching displays will be found at all mobile stores featuring the iPhone to make it known to people.
- 5.Apple Stores display iphone on big board for full month before its worldwide release