

APPLE'S FUTURE- CARS & TV MARKET Harvard  
Case Solution & Analysis

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## Introduction



- Apple Inc. is an American global technological company
- It changed three businesses in the next 10 years
- In 2015, Cook came to have three potential targets: watches (wearables), television and cars

### Headline 2

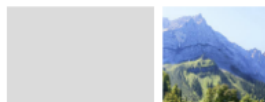


### Headline 3



Quotation 1

### Headline 4



### Headline 5



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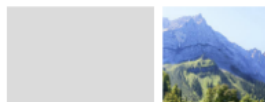


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Question 1: On  
the basis of  
Porter's 5-Forces  
Model, assess  
Apple's  
competitive  
position in the  
Watch, TV and  
Car Markets.

# Supplier Power:

- Number of Suppliers
- Uniqueness of product
- Size of suppliers
- Cost of changing

# Apple's Watch Market

- For Apple's Watch, the Supplier Power is medium pressured
- Single or restricted sources
- Uses characteristic components that aren't frequently used by its competitors