

Abstract

How Apple Can become Fruitful in India

An International Marketing Case Study

Isabella Bertolani, Pamela Diaz, Zack McPherson, Amani Elchaar, Michal Kardacz,

Kamari Davis, Nakia Abdul, and Lawrence Ofili

Apple, founded by Steve Jobs and Steve Wozniak in the United States in 1976, is a leading technology company in the world with their 2020 first quarter results showing a 9% increase at an overall revenue of \$91.8 billion. Of this revenue they stated that their international sales accounted for 61 percent of the quarter's revenue ("Apple Reports,"2020). Apple markets its iPhones in 26 countries and entered India with its iPhone 4 in 2011("The 15 coolest"2019). India is an emerging market, offering huge growth potential with a population of 1.37 billion, a GDP of 280 billion USD, a growth rate of 5 % and mobile phone penetration of 502.2 million. Indeed, India already has slightly over 400 million smartphone users which is expected to grow to over 420 million by 2021 and 440 million by 2022 ("Number of smartphone users in India 2015-2022", 2020)! However, Apple soon discovered that the market was dominated by Asian brands like Samsung from South Korea and Xiaomi, Oppo, and Vivo from China, all providing devices with localized functionalities for similar prices as Apple ("India-Popular smartphones by company 2019, 2020"). While the middle class in India has grown exponentially, the \$1,000 or higher price tag for an iPhone may present a daunting task for Apple to tackle especially with

their rival companies presenting phones of similar quality. The case study focuses on the mobile phone industry in India and the adaptations that Apple needs to make to its marketing mix in order to compete successfully.

Key words: Apple, iPhone, India, Case Study, Pricing, Emerging Markets, International Marketing Strategy, Samsung, Xiaomi, Oppo, Vivo, mobile phones, smartphones.

Note: References available on request