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Apple Inc. is included among the leading manufacturer of electronic devices that has market share in the global industry. The BCG matrix can provide useful insight into the market share and growth prospects of the different products of Apple Inc. The following discussion uses BCG Matrix to evaluate the case of Apple Inc. Cash Cows

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Plotting Apple on the BCG matrix. Because Apple run a relatively limited line of products it is quite simple to plot their portfolio of products onto the BCG matrix. Perhaps the findings might be a little bit surprising, but it does go to highlight the inadequacies and limitations of the BCG matrix at times. Apple and the BCG matrix

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BCG Matrix - Apple INC.
SWOT Analysis of Apple Inc: Although participation in such activities may add value, they may not be a source of competitive advantage. Ultimately, the value, rarity, inimitability, and/or organization (VRIO) of an activity or resource determine its sustainability as a source of competitive advantage.

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FIGURE 1.5.1: Apple Inc BCG Matrix STARS: The iPhone 4 is currently the star product of the company as it experiences high market share in a high growth market (Mobile hand set market). The high market share it enjoys is largely due to the success of the previous models.

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BCG Matrix of Samsung | BCG Matrix Analysis of Samsung
The BCG matrix may be used to verify what priorities should provide to different products, and that method is also possible to use to given product or businesses. In this case I will apply the BCG matrix into the Apple Company in mobile industry in order to analysis the products which the Apple has already provided in the market

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We hope the article 'Ansoff Matrix in Apple Inc.' has been helpful. You may also like reading Ansoff growth matrix and Understanding Ansoff Matrix – an example of Coca-Cola. Other relevant articles for you are: BCG matrix – definition and how to use BCG matrix. SWOT analysis of Starbucks. SWOT analysis of Walmart. Marketing mix of Netflix

Ansoff Matrix in Apple Inc. | howandwhat

In this video Dr Vivek Bindra talks BCG Matrix and explains it with Apple Products as Example. He also talks about product portfolio and how to decide which product to divest and where to invest.

Case Study On Apple | BCG Matrix | Dr Vivek Bindra

Apple Inc Report contains a full analysis of Apple Ansoff Matrix. The report illustrates the application of the major analytical strategic frameworks in business studies such as SWOT, PESTEL, Porter's Five Forces, Value Chain analysis and McKinsey 7S Model on Apple.

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