

Секция 7.

The world in the 21 century: Marketing and Promotional Tools

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APPLE INCORPORATION. TOUCHING IS BELIEVING

I have chosen this topic for an upcoming conference because it involves all of the aspects of our lives: economic, social, financial and scientific. Nowadays the process of developing new technology and improving old has become one of the most important goals of science. Apple Corporation has significantly contributed to worldwide technology developing process and now it is a very influential American corporation that designs and manufactures computer hardware, software and other consumer electronics.

The company is best known for their Macintosh personal computer line, Mac OS X, extremely loyal user-base, iTunes media application and the iPod personal music player. The company headquarters is in Cupertino, California, CEO and co-founder is Steve Jobs and the company boasts 284 retail locations spanning 10 different countries.

Apple was established on April 1st, 1976 by Steve Jobs, Steve Wozniak and Ronald Wayne to sell the Apple I personal computer kit. Steve Jobs was said to own 45% of the company, Steve Wozniak with 45% and Wayne with the remaining 10%. While Jobs and Wozniak were young with little to no assets, Ronald Wayne was older with personal assets and was scared to put these at risk. This resulted in Wayne selling his share of the company back to Jobs and Wozniak for a reported 800\$. Today Wayne's share of the company would be worth over 3 billion dollars.

Apple has developed a unique reputation in the consumer electronics field. Those who use Apple electronics tend to be enthusiastic about and loyal to the

products while those who have no experience with Apple's products often criticize them as being overpriced.

The Revolution of Apple Inc.

“Not many years ago, Apple was struggling in its long standing competition with Microsoft in the technology industry. Many people talked about Microsoft as being a monopoly in the computer industry. However, things have changed.

With the invention of the iPod, a couple years back, Apple was able to increase not only its customers but its revenue. Apple was then able to keep these customers by constantly making innovative products such as the iTouch, iPhone, and MacBook Pro. Even though, Apple has been around for decades, only in recent years is it now giving Microsoft a strong competition in the computer industry. As a result, this past year, Apple was able to survive the economic recession and still earn an overall profit for their annual revenue while Microsoft was not”.

Apple in Belarus.

The opening of a specialized Apple Store in Minsk became an important event since “McDonalds's” and “Kodak” appeared on Belorussian market. Today the leader of a segment Premium-PC is more available and legendary MacBook can finally be obtained easily and at acceptable prices. Moreover, at a specialized shop a customer has a chance to be consulted by experienced vendor and service department of the company, which has been working with Apple for over 12 years, since it was founded, will help to master the new device. For the last few years Apple has been gaining population in Belarus rapidly – an annual acceleration of profit was over 20%, and in 2007 figures increased twice. Certainly, in the total of the market Apple could only slightly drive its competitors back, but nevertheless the company strengthened its positions in premium-class significantly, as Apple products successfully compete in prices with the products of other producers. For many people Apple products like iPads, iPhones and even more popular iPod music players have become a part of everyday life.

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