

# **Marketing Proposal for New Apple Mobile Device with Flexible Screen Technology**

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## **Executive Summary**

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## Executive Summary

The next generation of mobile devices will feature flexible screen technology. While consumers prefer a larger screen on their mobile device, the larger the screen becomes, the less portable the device becomes.

But, imagine for a moment that you could have a mobile device that features a large screen comparable to that of a tablet, but the portability of a smartphone. Flexible screen technology will make this happen.

We propose an extension of the current iOS line from Apple, Inc. The new device will essentially be an iPhone with a flexible screen, allowing the device to expand to a screen size comparable to the iPad mini, with the functionality of both devices, but more portable.

Creation of a new Apple device with flexible screen technology will satisfy the needs of the consumer who desires the full functionality of larger tablet devices with the portability of a pocket-sized smartphone. Four target markets exist for this product:

- Business professionals: The needs of business professionals are convenience and the ability to stay in touch while on the go. The new device is easy to carry and they can take it anywhere at any time so they can always check their email and messaging apps when they are traveling. This is especially convenient on airplanes which many business professionals use constantly. Its bigger expanded screen will allow them to make presentations and documents easier when they need to be mobile.
- Students: Students are consumers of new technology, but they do not have a lot of money. Flexible screen technology will make the new device a trend-setting, must have gadget for students. At the same time, it's more cost effective than purchasing both an iPhone and an iPad.
- Middle/upper Income Consumers: They need the ability to stay connected to their social media outlets and enjoy having devices with multiple functions. Because Apple is really easy to use and there is many apps that make life easier it will also appeal to their want of simplicity in a complicated product. In addition, more people use Apple now, so the middle and upper income people will follow the trend.
- Technology Enthusiasts: They enjoy purchasing and using the newest products and the most advanced technologies. The new device will be cutting edge when released, the only appeal needed for these consumers.

Major competitors for the new product from Apple are Samsung, LG, and Microsoft. Although Microsoft has yet to publicize any product development with flexible screen technology, Samsung has created and is currently beta testing prototypes. LG is the biggest

worry because they already have flexible screen technology and are working on integrating this technology into a smartphone.

The 4 P's of the Marketing Strategies are as follows:

- Place: The places the new device will be sold are both direct channels and indirect channels. The direct channels are the Apple online store and physical Apple stores. It is more convenient to order a new product at the online Apple store, but if consumers go to the Apple store, they can see the actual size and color, and try out the product. The indirect channels are Amazon, Best Buy, as well as AT&T and other service providers. Consumers could buy the contract phones from the carriers and it would be more cost-effective than the purchasing from the Apple store. In either case, the company has sold a product and maintained or gained market share.
- Product: the new device will be an iPhone with a flexible screen which can fold out into an iPad and has the functionality of both products. It will come in white or black and will have the sleek design that Apple products are known for.
- Price: Keeping in current pricing within Apple, Inc., we decided to set a moderately high price on the new device. According to research, the cost to produce an iPhone is about \$200 to \$250, and the cost to produce an iPad mini is about \$200. Due to the similar components that will be used in the new device, we estimate the cost about \$300, the majority of which are the screens and casing cost. We have a suggested retail price from \$799 to \$999, depending on internal storage capacity.
- Promotion: Standard Apple procedure. A press event announcing the product, a heavy amount of advertising on multiple channels (social media, T.V., print), and word of mouth from loyal Apple customers means consumers will know about this product in the United States and in the global market within a relatively short period, and further contribute to Apple's immense name recognition.

We have confidence that the new device can provide a premium user experience and the quality associated with Apple products. While the device is in the high end, premium mobile device category and will be competing with lower priced products using the Android operating system, with the advantage of flexible screen, the new device will be outstanding among the same product category.

In conclusion, we feel it is in the best interest of Apple, Inc. to jump into development of a new device with flexible screen technology, and to be the first company to offer this product to consumers. Apple is known for offering innovative, trend-setting and user friendly mobile technology, and capitalizing on the future demand of flexible screen technology now would be a great forward-thinking move for the company and its market share.