**Elements of a Marketing Plan Report**

Apple is one of the major market players in the information technology industry in the world. The company is known for designing and manufacturing as well as marketing several information technology products and services in the market. It has a range of products from personal music players to personal computers. The company has been successful in the industry through making its name a recognizable brand around the world. These contributions have been due to great leadership, hierarchical organization structure as well as effective marketing and being customer centric. It has capitalized much on technology and innovation to solve customer problems over decades. The innovations and inventions as well as standardization of its products make the company the de facto market leader. This type of innovation culture and risk taking has allowed it to succeed on different fronts.

**Environmental Forces**

Apple has recorded high performance over the years of its existence. The company has been able to go against all odds and become an industrial leader in information technology. Its effectiveness in addressing external factors in the macro environments has earned it a lot of respect among the members of the target customer section while at the same time attracting customers across the globe. The results created to exploit the opportunities in the external environment has been able to make the customers like the company and be able to contain the threats that might have made the company to fail in the process where it was required to grow and flourish. These key environmental factors include being the first to introduce a major technological change as well as cultural factors that allowed it to maintain an image as reliable and creative.

Another factor that led to the development of the company is the improvement of free trade policies as well as stable politics in developed countries. This allowed Apple to be able to penetrate all the potential and unreached market across the world. It was able to distribute products across the cross-section and be able to sail freely in countries without issues of war. Additionally, the growth and economic development in most of the countries have played a major role in realizing the best of the company. The other great environmental factors are the rising use of the social media and ease of mobile and technological access across the globe. All this factors have been critical in the company’s rise to a global leader in the technology. The management has been able to see all these opportunities and gear towards taking them up and laying their business on them in order to ensure that they become successful.

**Changes in Apple’s Target Market**

Apple has had far reaching changes in purchasing patterns from the target market. Consumer buying decision has been affected from time to time to the issue of competition and availability of substitutes to the products sold by the company. The modern development in technology has seen most of the consumers question on what they buy as well as how they buy it. The prices for the products have also seen major changes in the purchasing pattern. The cultural factors across the group has also affected this pattern in a way. However, personal factors as well as age and life cycle change have been the major factor that has led to these changes. Right from the inception of the company, the customer choices have change over the years

**Environmental Scan of Apple**

Apple incorporation is the leading technology firm that dealt with the production for computer products for personal and business use. Externally the company has to contend with the legal as well as competitive and technological factors that help it to continue working effectively in the industry (Pride and Ferrell, 2010). The legal changes create the greatest threat given that the changes are capable of ruining the organization’s business in a great way. The laws and legislations made, may make the already manufactured products to be unworthy and useful at any time. The other thing is the competition with other industry players. With the current entrance of new companies and the growing competition from other players such as Microsoft and Samsung, the company has to be very keen to ensure that it does not lose the market share. There are also changes in the social cultural aspects of the customers (Smith and Milligan, 2011). There are rapid changes from time to time in the customer feeling about the product where the company must be able to study and plan correctly to ensure that it retain its competitive advantage while at the same time being able to continue working in every environment.

The company’s competitive advantage has helped it to continue to focus on innovation in technology. It is able to produce more products that are able to bring changes in the industry as well as being able to maintain a very productive and competitive human capital. It has also continuously and constantly maintains production of new kind of technologies and software products that keep the other industrial players at toe. The company also uses the research and development as one of the way to help it retain the competitive advantage in the industry. The management believes that doing so will help improve the company in a way that it will always be competitive in the market and will be able to penetrate different types of market in a great way.

**Differentiation Strategies of Apple**

One of the differentiation strategies that have actually worked for apple is on the design and branding of its products. Apple is focusing on its activities in branding as well as to enables recognition from their customers. It is the process where in the company had been able to catch the attention of their customers and furthermore let the customers bring to their mind or bear in minds the products, whenever they are in need. Apple, particularly its iPod is considered as one of the most loved brand in the world. Branding is being used by the company in order to maintain its position in the market.

**Geek Squad Case Study**

            The Geek squad case study offers great information of marketing and environmental concerns for every organization. A proper marketing plan is essential for every company. Every organization has to learn and understand environmental factors that stand on its way so as to ensure that they become successful. Again it is much possible for every organization to be successful as long as they learn how to differentiate themselves with the competitors and how to set themselves to be recognized by the customers (Post, 2012). For the Geek Squad, the management could have looked in the environment and set a differentiation strategy. They could have used the promotional activities such as engaging the customers using the social media use charitable means to help change the customer perception and behavior as well as learn to engage the consumers at all cost which will have a positive change to the company.

References

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