Research and Product Development: During the trial stages of designing the Macbook, 10 different designs were created and compared. The company wanted to create an ultra-thin laptop with very high-resolution displays. The newest Macbook design also has USB 3 ports; in this design apple focused on the speed of the laptop. The USB 3 design is 10x faster than the USB 2.

Marketing: For apples newest design of the Macbook they marketed the key new features they incorporated. On Apple’s website they advertise the all day battery that the new Macbook is equipped to endure. They also advertise that the new Macbook Pro is less than 3.46 pounds, and 20 percent lighter than their previous design. Apple also stresses the impressive design of their retina display by saying, “More power behind every pixel”. Apple website advertises fast all-flash storage that the previous model didn’t have and two USB 3 ports for maximum functionality. Two very unique things the Apple company markets are their backlit keyboard and Magsafe 2 power connector. The backlit keypad is a visual feature, but the Magsafe 2 power connector is suppose to keep people from tripping over their laptop cords.

Manufacturing: The new Macbooks start with an extruded block of aluminum that is carved out using CNC or “computer numerical control” machines in a process used by the aerospace industry to build mission critical, high precision components. The process starts with raw aluminum, selected for its favorable strength to weight ratio and the flexibility it offers in processing and finishing. Apple says the entire new MacBook line meets stringent Energy Star 4.0, EPEAT Gold and RoHS environmental standards, and leads the industry in the elimination of toxic chemicals by containing no brominated flame retardants, using only PVC-free internal cables and components, and using energy efficient LED-backlit displays that are mercury-free and made with arsenic-free glass. The company then applies all of the internal portions of the computer, and the LED screen, which saves 30% more when compared to other models.

Packaging: Apple’s goal is to use the least amount of packaging possible. For example, the MacBook Pro with 13-inch Retina display ships in packaging that’s 25 percent smaller than the original 13-inch MacBook Pro packaging. And smaller boxes are much better for the planet. Because of the smaller boxes more boxes can fit on each shipping pallet. Which means more products will fit on each boat and plane. Which means fewer boats and planes are used, resulting in fewer CO2 emissions. It’s one seemingly minor change. But it has a major positive impact on our environment.

Sales, Distribution, and Transportation: All MacBook Pros are usually designed in California, but they are assembled in China. The devices assembled in China are shipped to The Company Store which is Apple’s headquarters in Cupertino, California. The Company Store itself doesn't sell those MacBooks, but they are the Apple store in the
world that sells Apple logo t-shirts, caps and accessories. MacBooks delivered from China are distributed from Apple’s headquarters to all Apple retail stores in the United States and to all Apple retail stores all around the world. MacBooks are usually shipped by ground shipping within the US, while MacBooks usually shipped by cargo shipping to the other countries. Apple retail stores are not the only place where they sell MacBooks. There are thousands of Apple resellers all around the world that do sell this product. Apple has also provided whomever interested in buying MacBooks by an online website where customers can buy a Macbook and even allowing them to configure there own personal macbook directly while ordering it.

Consumer Use: Macbooks have become a lot more popular over more recent years. Some of the consumers that usually buy this type of computer include home office users such as authors and lawyers, accountants, architects, IT professionals and many more. A Macbook, Apple Mac OS, is not as popular as Microsoft windows but it is becoming more popular. Apple Mac OS has around 5% of the market share today.

Final Disposition: The Macbook is a product that was created by apple within recent years. The Apple Macbook is in constant competition with PC because the two have many differences. While a PC has many different brand names competing against each other along with the Macbook, a Macbook is the only one of its kind. Over the years studies have shown that having a Macbook can depend on certain things such as personality or the way one views things in the world.
Sources


https://www.apple.com/companystore/

https://www.apple.com/macbook-pro/specs-retina/
