Product Life Cycle: iPhone

EDSGN 100
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Research and Development

- Design started in 2004 as apple’s project purple
- Apple CEO Steve Jobs wanted to “kick start the new market of cell phones”
- Steve Jobs steered design away from tablet and towards phone
- Many different prototypes were considered before iphone was released
- Announced and released in 2007
Marketing

- Through short promotions, commercials, and press releases, Apple caught the attention of millions.
- The idea was to demonstrate how fun and effortless the iPhone was, rather than product details.
- Apple targeted teenagers, young adults, business people, and adults in the release of the iPhone.
- After the release of the iPhone 3G, much of Apple’s success was a result of customers acting as ambassadors for the product.
- The iPhone is available through Sprint, Verizon Wireless, and AT&T.
Manufacturing

- iPhone parts are from all over the world and are only sent to China to be assembled
  - Only 6% of the parts come from the USA, 34% from Japan, 13% South Korea, 17% Germany, 3.6% from China, and 27% from other smaller countries around the world
- The iPhone is a Chinese export to America even though the company Apple is from California and the product was completely designed in the States
- The iPhone has increased American trade deficit by 1.9 billion dollars
- It would cost $4.2 billion for Apple to bring iPhone manufacturing to the USA
Packaging

- Apple has a team of design and engineer experts to help with this process
- Slim, light, and protective are the 3 main things Apple works with when packaging
- Efficient packaging reduces materials and wastes
- Almost all materials in the packaging are recyclable
- This makes the package more eco-friendly
Sales, Distribution, and Transportation

- The iPhone is available in nearly 100 countries and is still expanding.
- The iPhone 6 is estimated to ship 68 million units in the first batch alone.
- Apple sold more than 9 million models of the iPhone 5c and 5s alone in their first weekend of sales.
- Over 500 million iPhones have been sold worldwide.
Consumer Use

- Apple designed their iPhone to be energy efficient while being able to be powerful
- This lets the iPhone have a great battery life considering it has to perform many complex tasks
- Apple was able to do this by making a very good processing chip called the A7
Apple has instilled many recycling programs for iPhone users.

The iPhone has removed many toxins including mercury, lead, PVC, arson, and BFR.

Apple makes products with recycled material.

The company has made many efforts to reduce the iPhone’s environmental footprint.
Works Cited

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