iPhone 6 Lifecycle Essay

Research and Product Development: In order to constantly develop and design a new model of cellular device that continually impresses consumers Apple must spend countless hours and resources in the R&D fields. Having spent $6.04 billion in fiscal 2014, Apple spent $1.68 billion in the Research and development sector in the September quarter and $1.6 billion in the June quarter. Apple Chief Financial Officer Luca Maestri was quoted saying "Research and development is the core of the company. Innovation is the core of the company". Between the IPhone 5 and IPhone 6 there was an overall increase in screen size, and another sized IPhone, the IPhone 6 Plus, was introduced. The screen was also given a “Retina HD” LCD display and was given Ion strengthened glass. The IPhone 6 also has a 64-bit Apple A8 dual-core, 1GB RAM, M8 co-processor, 8-megapixel sensor, digital optical image stabilization, TrueTone flash, face detection, 1.2-megapixel front-facing camera, and 1080p HD video recording.

Marketing: Apple is one of, if not the most globally recognized brand currently in existence. This is as a result of Apple’s excellent marketing campaign and their ability to sustain a continuous level of a quality product. Apple uses a exclusivity technique where they restrict the flow of their iPhones to customers and mobile phone providers in order to create a frenzy in the consumers. This both causes demand to increase and creates a better business to consumer relationships with committed customers that are provided with the newest and best Apple iPhones first. Apple also attracts so much attention that phone providers and other organizations generate free publicity for Apple and its iPhones.

Manufacturing: While the iPhone 6 was designed in the United States, it is manufactured for the most part in China. Many parts are created in other asian countries but the final product is assembled in chinese factories. The display is supplied by LG in South Korea, as well as Japan Display Inc. Both the front and rear cameras are created by Sony in Japan, Also in Japan TDK manufactures the inductor coils. Toshiba and SK hynix are the 16GB, 64GB, and 128GB storage suppliers. The extremely useful Touch ID sensor fitted in the iPhone 6 is produced by TSMC in Taiwan. All of these parts are then shipped to china to be assembled into full iPhone 6s. Cities such as Guangdong, Henan Shanxi, and Shanghai are the heavy lifters for most of the product. Once city in Brazil is also responsible for production of the iPhone 6. Sao Paulo is the only other city outside of china to produce iPhone 6.

Packaging: The iPhone 6’s packaging is sleek and simple, almost futuristic. Stark white and flat on all sides save a thin outline in the shape of the product hidden within. Labeled only with the Apple logo and the signature ‘iPhone” title the outside is clear of any other words or symbols. Lifting up the top half of the box reveals the iPhone 6 itself embedded into another stark white surface, which when removed shows the rest of the contents: a charger, headphones, and
various instruction manuals. All the while keeping with the clean white trend on the charger and headphones in deep contrast with the dark face of the iPhone 6.

Sales, Distribution, and Transportation: The iPhone 6 was released September 19, 2014 and smashed records selling over ten million units in the first three days following its release. The process of the transportation of the new iPhone 6 model started in China, where every new iPhone model starts its journey to the US. Pallets filled with the iPhones (roughly 450,000 per plane) are loaded into Boeing 777’s that make the 15-hour flight from China to the main US Hub for freight shipments in Memphis Tennessee. Once iPhone 6s are available for sale and order, Apple must manage and ship millions of orders worldwide while accurately sorting orders by color, memory size, and location. The iPhone 6 included the standard three colors that the previous iPhone 5S carried.

Consumer Use: The iPhone 6 had many scandals following record-breaking sales regarding the quality and integrity of the new device. “Bendgate” trended worldwide on social media platforms following a video from YouTube where an iPhone is bent in half using relatively little force. Other consumers claimed faulty cameras that scratch too easily. Outrage from many iPhone consumers demanding iPhone 6s to be recalled prompted Apple to reassure the public during events held in Summer 2015. Apple claimed a new iPhone model will fix all of the alleged problems the iPhone 6 had. As the company teases the release of a new iPhone model, the iPhone 6S in fall of 2015, people begin to look at the current iPhone 6 model as obsolete which is often referred to as “perceived obsolescence”. This means that many of the perfectly fine iPhone 6s will be discarded or trickle down into lower economic classes as more time passes.

Final Disposition: As discussed in the previous paragraph, the life cycle of the iPhone 6 comes to an end as the newer iPhone models are released to the public. More and more consumers throw away, sell, or toss their iPhone 6s in a drawer. Although not all of the iPhone 6 is recyclable, many components like the aluminum body, can be recycled and reused. Apple even offers and participates in various product take-back and recycling programs in 95 percent of the regions where Apple products are sold. The life cycle of the iPhone 6 rose and fell in just about a year, and the cycle continues with the newest model of iPhone for years to come.

Works Cited

"Apple Spending on Research and Development Swells Again to $1.9 Billion."


"How IPhone 6 Is Made: Secrets of Apple's Manufacturing Process [Infographic]."