Life Cycle of an iPad

There is a large amount of research and development used in creating every new iPad. There are many different types of iPads to choose from, iPad, iPad air, iPad mini. Each of these models have older versions which might not have as much technology as the newer models but allow for much of the same advantages of having an iPad, but for a lower cost. Some of the new technology produced from the research and development teams are a large screen, reduced weight, storage capability, updated graphics, better picture taking capability, and much more. For instance the newest iPads are 18% thinner than their previous models. They also have a resolution of much greater with a larger screen. The iPad air 2 has 265 pixels per inch in the screen compared to the original iPad air having 260 pixels per inch. The Apple research teams were able to research this new technology and develop it into their newest model, thus improving the iPad. Another improvement was the fingerprint scanner which can be used to unlock the iPad. This increased the security of the iPad and blocked any other unwanted people from using your iPad. These improvement would have been impossible without Apple’s research and development process for iPads.

Apple as a whole has been one of the best marketing companies of all time. Their constant new releases of new products have made eager customers wait in line overnight just to be the first ones to have access to these products. This is no different for the iPad. The company does a very good job marketing the product as new innovative ways. The expansion of the product in schools have shown to be a new way of learning, and the new functions that the devices can be used for in business make them more desirable. There have been constant developments in this product that has allowed for newer products with the same basic functions
to be released. The reason Apple can be so successful is that its advertising and marketing teams make the products seem to be innovative and incomparable to the older issues. These newer products may have a faster process or a better screen, but the older product could still be used for many years to come. That is the part the marketing team constantly leaves out. This allows for more demand of newer products which makes the sustainability product life cycle continue.

The manufacturing process has become much more efficient and green over the development in newer iPad products. Apple has been working on developing newer products that are easier to recycle and give off less greenhouse gas emissions. Another key thing apple has been working on is the energy efficiency of their products. Apple believes that their products saving energy will make other companies try to do the same. This energy saved can be huge for the environment. The manufacturing prices has risen because of this these advances. This causes the prices of the products being sold in stores to rise. They have been using newer high definition screens and cameras with much higher pixel definition. Newer faster processers have been the other main expenses to manufacturing prices. Apple will continue to do this process, however, because they believe that they are making the world a better place.

Apple puts tremendous detail into packaging their products. In fact, when designing their packages they sometimes will argue about something as small as one pixel on the image. Apple makes sure that their products appear elegant through their packaging and you can definitely see the amount of work and thought goes into designing the box. Apple definitely goes above and beyond in packaging compared to other companies. They want to make sure the customer’s experience and thrill starts as soon as they pick up the box. Employees go through hundreds and hundreds of tests to determine the best fit design for the package. Apple even has several patents on their packaging design to prevent other companies from taking their ideas. Other companies
can definitely tell the amount of work that Apple puts into their packaging design which motivates them to start to better develop their packaging as well.

We all know Apple sells tons of products each year. In fact, last quarter they sold 14.1 million iPad’s alone. They have no problem getting the sales they need just by having their name and logo so well known. After going through manufacturing in China, they have to distribute their products across the world to multiple different Apple store locations. To do this they generally have to get their products shipped before release dates to guarantee they will be there before the release date for new products. They ship all of their stuff in unmarked boxes with tight security in order to avoid infiltration. Then, once it reaches all of the stores, it’s ready to be distributed to all of its customers. Customers can either order online and get the product shipped or pick them up at the stores.

With a new version of an iPad released every few years, some consumers will upgrade to stay with the times. This results in a very large amount of consumer usage. Another factor in the usage of iPads is how versatile they are, iPads can be used for business, school work, and entertainment. iPads make sending emails, reading, writing, shopping and much more easily accessible due to their ability to take these things on the move. This new, easier way of life appeals to consumers. With an iPad, a user can access the internet from anywhere they are, not being limited to the connection of a wifi. Plus carrying an iPad around is much less cumbersome than carrying a laptop. With this capability and the combination of hundred of thousands of apps, iPads can be continuously enjoyed for hours. Once a user gets hooked on their iPad they will not be able to stop using their new form of technology. All of this combines to form a large consumer base for iPads.
Apple offers a recycling program where consumers can voluntarily send their outdated devices for disposal. Devices are disassembled, and the reusable components are removed. For instance, glass and metal can be reproduced for the use on new model devices, and plastic is reshaped and is used for secondary materials. In fact, about 90 percent of the material of recycled devices is recovered through the process.

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