Mass Production of the iPhone

Designers are considered to be one of the most crucial members of the production of new Apple technology. The entire product conforms with their ideas and visions. This is the absolute opposite method most organizations use when creating a new product. Usually, the design team works collaboratively with the manufacturing and finance teams in order to create the most cost effective item. However, Apple spares no expense when on the drawing board for the next generation of the iPhones. Sources have reported that designers at Apple don’t actually have any contact with the finance department at all and are considered to have an endless supply of any materials they feel they may need. The Industrial Design studio is the birthplace of all Apple devices. It is only accessible to a small percentage of employees.

Once a new product has been decided on, a team is organized and separated from the rest of the company. This is done by a secrecy agreement and sometimes physical barriers are put up to avoid any breaches. sections of certain buildings may be restricted or locked off to make room for the teams working on the sensitive new project.

Although marketing would generally be considered to be a top priority in most organizations, Apple gets by without it. Being one of the world’s biggest and most successful brands, Apple has not had to pay a dime for advertising its product for the public. The reason for this is because other companies benefit from advertising it for them. Due to the fact that the iphone is such a popular device, phone companies such as AT&T, T-Mobile, Verizon, etc gain a larger clientele by promoting the phone in their stores. When operators want to tell the world that they sell the iphone, not only do they receive money but Apple receives a share as well. Apart from this, the general public markets for apple without even knowing it, by participating in internet blogs and demonstrating/reviewing Apple products on sites such as Youtube. Word of mouth has proven to be the most effective form of promotion for them. Apple recognized this and capitalized on it early on to into

Even though most of Apple’s manufacturing process takes place in China, many of the important metals that go into their smartphones come from other countries. The gold comes from mines in Peru, the copper comes from mines in Chile, the silver comes from mines in Australia, and the platinum comes from mines in South Africa. In addition to these precious metals, the
phones also contain several rare earth metals mined in China. These include: yttrium, lanthanum, praseodymium, neodymium, europium, gadolinium, terbium, and dysprosium. As for the plastics that go into the phones, they're all produced in Chinese factories as well. However, several of the phones’ other key components are made by separate companies and shipped to China for assembly. LG makes the screens for these iPhones and even Samsung, Apple’s competitor, makes the A8 chip for the iPhones. Apple uses two methods of assembly for their phones: human run assembly lines and assembly lines run by robots. Apple churns out over 540,000 iPhones per day, an astonishing production rate.

Packaging is a sacred process to the employees of Apple. They take the elegance of their packaging seriously. A packaging designer spends months upon months in the packaging room, which contains limited access to employees, and tests things from the colors and materials used in the packaging of the phone to which way the arrows will point in order to take the plastic wrapping off of the box. The Apple team believes that the way each person feels when they first open the box to their iPhone is extremely important. Some buyers even keep their iPhone boxes after purchasing them because of how well put together they are and how they are made.

Apple employees not only care about how the person feels when they open the packaging, but also when they are purchasing the device. The goal of an iPhone salesperson is to empathize with the buyer. Each employee takes a fourteen day training course teaching them how to connect to the buyer so that they will purchase a phone. Instead of the usual tactics including dropping prices to buyers and attempting to draw them in to buy the phone, Apple employees take the more laid back approach of relating to their customers feelings. The forms of bonds they create with the people they are selling to include the three F’s: “feel, felt, and found.” If they can establish these bonds with their customers, they are in a good position.

A lot of thought also goes into the distribution and transportation of Apple products. Teams are set up composed of people in the departments of sales, marketing, operations and finance to determine how many iPhones should be shipped to each of the distribution hubs worldwide. The phones are moved from Foxconn and Pegatron factories to different shipping companies. The phones are then loaded onto airplanes, one including the FedEx Boeing 777 freight plane. Adjustments are continuously being made to the shipment methods of iPhones based on the demand of the product.

Let's now take a look at the demographics of people who use iPhones. iPhone users are traditionally more affluent and tend to make a good amount of money. This, however, is a common trait among all smartphone users. The ages of users are spread across the board pretty evenly, up until the age of 65.

Iphones end up often in the hands of someone else. They take recycled iPhones and resell them in China. In 2013 50% of the world's recycled phones were iPhones. 90% of iPhones are
refurbished and resold. It is said that, “No good, environmentally safe methods to recycle the rare earth metals in the phone.”