

APPLE MAC

The table can be used as the framework for classroom discussion and indicates what a whiteboard might look like after reviewing the case study.

Key order winners and qualifiers	Customer acquisition	Examples of supply chain market support		
		Research & Development	Retail	
			On-line (apple.com)	Physical (200 stores)
Order-winners TECHNICAL support Product DESIGN BRAND name	Win	More R&D INVESTMENT than competitors STYLISH products Products 'PLUG and PLAY' with each other Use cutting-edge TECHNOLOGY SIMPLE hardware design and easy-to-use software Limited product RANGE	Extensive on-line product SUPPORT and help Free product TRAINING videos Products delivered in 2-3 DAYS from the regional distribution centre	Sales HELP Technical SUPPORT - GENIUS BAR for hardware and software problems Free product TRAINING - DESIGN STUDIO for photos and graphics - WORKSHOPS on Mac OSX, editing home movies and recording music Products STOCKED in stores
Qualifiers ACCESSIBILITY Product RANGE PRICE Delivery SPEED	Retain	Software NOT AVAILABLE for non Apple products Products and software UPDATES every 12 to 18 months Software updated relatively INEXPENSIVE – typically half the price of Microsoft Products PLUG and PLAY with each other Customer would have to LEARN to use non Apple products	Existing customers CONTACTED about new products SHOWCASE new products Staff videos demonstrate product FUNCTIONALITY	SHOWCASE new products Staff demonstrate product FUNCTIONALITY Products STOCKED in stores