Product Life Cycle

Phase 2 Individual Project

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**Stages of the product life cycle in Apple Inc**

In Apple's supply chain; there are both forward logistics and backward logistics. Apparently, forward logistics relates to how the raw materials are turned to finished products ready to be used by the customers (Xiao & Shi, 2016). These products include iPad, iPhone, iPod, Apple Watch, and TVs, among others. The following is a chart of the forward and backward logistics in Apple, Inc.

 FORWARD LOGISTICS

Part

Fabrication

Customer

Remanufacture

Parts

Assembly

Modules

Subassembly

Reuse

Repair

Remanufacture

Part

Fabrication

Raw

Materials

BACKWARD LOGISTICS

Every product must undergo through various stages before it gets to the customers. This process is known as the product life cycle. The life cycle is composed of four stages. They include the introduction stage, the growth stage, the maturity stage, and finally, the decline stage.



Seifert, Tancrez&Biçer, (2016) pg. 76

**Introduction Stage**

This is the first stage in the Apple iPhone product life cycle. At this stage, the product is first introduced in the market. This happens after all the forwarding distribution processes are done. They include a collection of all raw materials to be used in manufacturing, fabrication of all the parts, assembling of all the parts, remanufacturing, and finally delivering the end product to the customer. It is apparent that when a new product is introduced in the market, the prices must be maintained low to attract many customers as possible (San Gan,Pujawan& Widodo, 2015). However, in Apple, Inc., the initial price is always high, which help the Company maintain the exceptionality of possession. iPhone is a classy phone and is owned by very few people in the world. As such, the Company doesn't advocate for selling the product at low prices, which only help to attract premium segment.

**Growth Stage**

This is the second stage in the Apple product life cycle. At this stage, the audience already identifies the product as classy and has an affinity with the product. At this stage, the quality of the product is also highly maintained to ensure that the audience has faith in the product. Also, at this stage, marketing is intensified to reach out to the audience at different locations (San Gan,Pujawan& Widodo, 2015).

**Maturity Stage**

This is the third stage in the product life cycle. At this stage, the rates at which the sales are increasing reduce. However, there is the maintenance of the overall sales made. This is the stage when other competitors introduce new products in the market that may offer huge competition. The main competitors of Apple, Inc. are Samsung, Dell, Lenovo, Sony, and Asus (Govindan, Soleimani & Kannan, 2015). Some of these products introduced by the competitors may be genuine while others may replicate the products produced by Apple, Inc.

**Decline Stage**

This is the fourth and the last stage in the product life cycle of Apple, Inc. At this stage, the prices are lowered significantly, and some products may be reversed from the customers to the suppliers who are the manufacturers. For instance, in this stage, mobile devices, laptops, computers, and other products manufactured by Apple, Inc. Apparently, most of the products are reversed for repairing, refurbishment, reusing, recycling, resale, or remanufacturing. This normally happens when the customers notice that the products have some defaults though it happens in rare circumstances. Unlike there before, when the customers had to go back to where they bought their devices together with the receipts, the reversal processes are done online. There are persons who do door to door collection of all the products being returned.

**Conclusion**

In conclusion, it is apparent that the distribution processes are very crucial in relation to the sales made by the manufacturing companies. For Companies to create a positive and healthy relationship with their customers, they must make sure that the supply chain is running smoothly. As such, both the forward and backward processes in distribution should be carried out effectively. For instance, all the customers should be given an opportunity to reverse the products in case of defaults realized (Govindan, Soleimani & Kannan, 2015). The Company should also make sure that the forward process successful through the proper change of raw materials into quality finished goods or products. Apple, Inc. has one of the best forward and reverses distribution processes in the world.

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