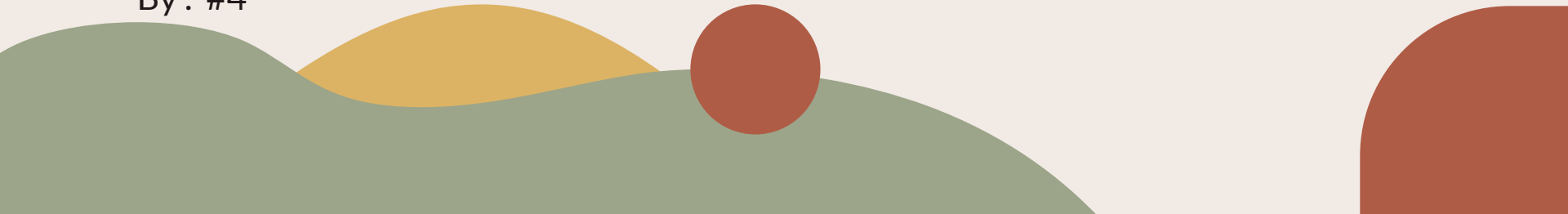


Marketing Mix Strategies: iPad Pro

March 3, 2023

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By: #4





01


4'Ps





PRODUCT

iPad Pro offers you new, advanced features such as bright and larger displays, pixel-perfect portability, pro cameras and not to mention It's easy to carry. iPad Pro transforms into an immersive drawing canvas and is world's best note-taking device.



PRICE

11-inch display : \$799-\$1499

12- inch display : \$1499-\$2490

Colors Available :

Space gray

Silver



PLACE

Beyond the box
Docomo
IT&E
GTA
Apple.com





02

Target Market






DEMOGRAPHICS

The Apple target market includes mainly younger to middle aged consumers, and the brand is more popular among females than males.

Apple customer demographics include people aged 18 to 45. They are either single, married with no kids, or married with young children or teens. The Apple target audience skews strongly female, with around 66% female to 34% male customers.



GEOGRAPHIC


America, Guam and many other
places





PSYCHOGRAPHIC


People with the needs and wants for entertainment. Apple customers are generally financially stable and are not high risk takers, They enjoy the comfort of the brand, the quality and security it represents, Most customers are loyal, they plan to buy another one





BEHAVIORAL

The Apple customer base has a strong preference for the iPhone, and are loyal users. This has led to consistent growth of iPhone sales.





Thank you !

