

An Investigation Into the E-Commerce Website of Apple

The report evaluates Apple, Inc.'s commercial website, thus determining whether it is easy to use among its primary consumers. The link to Apple's commercial website is <https://www.apple.com>. Most importantly, it identifies some of the company's main products, which have been in the technology sector since 1976. Despite high competition in the market, Apple has managed to maintain its competitive edge by offering unique and quality services. Through its attractive commercial website, the company has been able to capture numerous consumers' attention while convincing them to buy its products. Furthermore, Apple, Inc.'s website is easy to use due to its search functionality, and people can navigate without challenges. Nevertheless, this report's ultimate goal is to analyze the Apple industry, including the experience of its online consumers and products or services depicted in its commercial website.

Analysis of the Online marketplace.

Over the decades, Apple, Inc. grew to become a valuable company in the technology and electronic industries. Steve Jobs, Steve Wozniak, and Ronald Wayne established Apple, Inc. as a computer hardware and software company (Aljafari, 2016, p. 406). Since its foundation, Apple has transitioned to the production of various technological devices while establishing a chain of stores to reach its consumers across the world. Despite the influence of COVID-19, Apple had 147,000 workers and 510 retail stores by the end of 2020 (Kabra, 2021, par. 1). Based on its number of workers and retail stores, it is evident that operating in various parts of the world. As a multinational technology firm, Apple has its headquarters in Cupertino, California, and plays a significant role in designing, developing, and selling computer software, hardware, electronics, and online services. Most importantly, Apple, Inc. operates across 25 countries, including the United States, where it has retail stores in 44 states (Farfan,

2019, par. 2). Although Apple is a global firm, the United States accounts for about 40% of its net sales (Statista Research Department, 2021, par. 2). Besides, Apple has a strong online presence, allowing consumers from different countries to access its products. Without a doubt, the technology and electronic industries are very competitive. Some of the leading Apple competitors include Samsung, Microsoft, Dell, Sony, Lenovo, Huawei, and Nokia, among others. With the ability to offer unique products and services, Apple has dominated the technology sector markets, selling numerous products through its commercial website.

Identification of the Company's Online Consumers

From a certain point of view, most of the Apple online consumers are people in the middle and upper class because most of its products are expensive. However, they have computer literacy skills, meaning that they do not find it challenging to evaluate products available on the company's commercial website. First of all, the website is highly accessible to primary consumers because it utilizes attractive colors and big fonts. Most of the words have a font of minimum twelve and bold, making it easy for the reader to differentiate prices and products (Statista, 2021). Besides, each product is presented with a different color, which is attractive to convince the audience. The website combines numerous colors, such as black, white, light blue, pink, and maroon. Furthermore, people in any place of the world can access the website through smartphones, iPhones, and computers, as long as they have internet connectivity.

For the company to attract online consumers, it ensures the information presented is credible while maintaining high transparency in product pricing. However, the website shows various products with a price tag, allowing the users to trust its operations. Most importantly, contact information is also available, increasing trust among its customers over the internet. In

fact, the company has numerous contact numbers across the world, making it easy for consumers to reach their services. In the United States and Canada, Apple's contacts are 1-800-275-2273 and 1-800-263-3394, respectively (Apple, 2021). Even though Apple does not include customer reviews on its commercial website, this does not degrade its credibility.

Besides, the website is easy to use because of its search functionality and allows people to navigate through various links. There are numerous buttons at the top of the website, representing various products offered by the company. The buttons include MacBook, Watch, iPhone, TV, Music, and Support (Apple, 2021). It also includes adequate search functionality, in which people can look for available products in different countries. After clicking on each product, users can see the main details and price of the product. With the ability to navigate through the website, people can easily search for the type of product they need.

Products and Services offered by Apple

As depicted from the commercial website, it is evident that Apple offers numerous products and services ranging from computers, phones, and electronics to software applications. The company offers various products, including MacBook, iPad, iPhone, watches, TVs, and music applications, as the main products (Kabra, 2021, par. 2). However, the identified products are well-presented on the commercial website, allowing people to access them without significant challenges. Through images and textual forms, it was easy to describe the products. The texts can be easily read due to their size, and images are clear and visible. As a result, buyers can make an informed decision before buying any of the products. Furthermore, displaying them at the top of the website captures buyers' attention because they are interested in understanding the details of the products.

Based on the above discussion, it is evident that Apple has an attractive and attractive commercial website, making it easy to market and sell its products. Despite high competition in the market, Apple has managed to maintain its competitive edge by offering unique and quality services. Through its attractive commercial website, the company has captured numerous consumers' attention while convincing them to buy its products. Each product is presented with a different color, which is attractive to convince the audience. However, the company offers various products, including MacBook, iPad, iPhone, etc., TV and music applications as the main products. For the company to attract online consumers, it ensures credible information while maintaining high product price transparency.

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