Computer Manufacturing Industry Analysis

Computer Manufacturer

INDUSTRY OVERVIEW

Brief History

Computer manufacturing industry has help in so many ways to bring information technology into lime light and they still continue to do so. An example of such of a company from this industry is Apple Inc which is a company that was founded by Steve Jobs and Steve Wazniack in 1976 and become incorporated in 1977 in Cupertino, California. Apple computer’s company is a great America company that has expanded its product brand of consumer brand electronic into multinational company that has become a household name today. The company since its inception had diversified from being personal computer manufacturer to other area in the information technology such as ipods, ipads, Apple iphones, which has now become product lines that is known all over the world. The company Apple Inc has come of age from its days as manufacturer of Macintosh computers to the present day of iphones and ipads, with the company share growing every year, this company is a model of an America successful company, hence it is the largest publicly traded company in the world.

Factor that affect growth

Communication is very important in today’s world apart from the fact that it makes the world a global village, it also makes trade and commerce easy. Apple Inc is leading in the manufacturing to top product in computer and its software, while its diversification into telecommunication has change the way mobile phones are used in modern day. The introduction of iphones, ipads, ipods (itunes) has really make the company a force to reckoned with, it has expand the company reach in the market place and bring about enormous market to the industry. The Apple computer with its IOS operating system is unique and easily compete with others in the market, it give Apple Inc a unique position to license its product without using other company software or operating system. The brand name and product line produce by Apple Inc makes it a reputable company of international standard and as such is enjoying the growth that comes with such fine products and services.

Government regulations

Privacy of the customers is essential when it comes to information technology, the government and authority concern are very firm on this issue and as such Apple Inc and others in the industry are regulated to make sure that the privacy rights of the citizens are not violated. Trademarks, licensing, copyright, etc. The government wants to make sure that security of the country is not compromise through the use of telecommunication and other information technology, paying of tax is also another avenue that government makes sure that Apple Inc does not under paid or evade tax.

Leading businesses in the industry

Apple Inc is in a great position in the computer manufacturing industry, apart from the fact that its product lines are second to-none Apple Inc enjoy the popularity and market it has created for itself through ingenious approach to marketing its products. For instance Apple itunes store has monopolized the market in this area of its business to such extent that other operating system would not be able to work efficiently without using the Apple software. For example the Apple ibook, ipods, iphones, ipads, are all indication of the pioneering nature of the company in this industry. The evolving nature of the company from Mac computer to the modern Apple computers of which its kind has yet to rivaled is a testimony of shear efficient performance of great vision and foresight. The financial aspect of the company speaks for itself, it share has grown steadily over the years without hitch and improvement in their product every year the company remain a force to reckoned with in the industry.

The size of the company has expanded even beyond the widest dream of the late founder. The company has offices in all the 50-States in the country, over 1000 retail Apple stores all over the country with many more store being open every year, the company has open stores in United Kingdom, Japan and are looking forward to opening in other European and Asia countries . Dollar wise the computer industry have been doing great because the demand for computer especially the lap top has been on the rise. Billions of dollars are made in profit every year, which is a testimony to increase in sales of the product from this industry. The trend in sale is great because the demand for the product is on the increase, even though a lot of companies are coming to this industry but the demand for the industry product is always in high demand. The operational and management trend within the industry allow employees to think freely and put their knowledge to use on area they comfortable. This type of management style is typical of the computer manufacturing industry. This industry is not seasonal because their product is always in demand every time. The economic situations in the country affect the sales of the product of this industry and many price of the product. The marketing strategies use by the industry is by bringing out improve version of their product every year, hence customers are always on the look for new product, also by advertising on the internet and using their vast network of information database this industry is able to continually get more customers every year.

CONSUMER MARKET DATA

The demography of the consumers in this industry is distributed in such a way that the younger generation dominating the consumer market, the reason is because the information technology appeal to mostly the youth generation and they are the one who use this product most. The gender issue is almost the same range because the product is not dictating gender in term of consumer usage. Neither is race nor family status. But sometimes median income comes into play when it come ability to purchase product from this industry. The psychographics factor such as life style and taste is a very important factor that many consumers put into consideration before purchasing any product. For instance the Apple products are very expensive compare to that of Dell computer.

COMPETITOR INFORMATION

Major businesses in the industry are Apple Inc, Dell computers, Microsoft computer, HP computer, many of which are located in the Silicon Valley in California and they have been in business for over two decades. Their market share is encouraging and an indication that their products are being accepted in the market.

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