

According to Nicolas, (2019) Globalization is related to rapid and significant human changes. The migration of people from rural to urban areas has accelerated and the growth of cities. Through globalization, businesses and other organizations have created influence or have been able to develop operations around the world, and the developed countries within the world benefit under globalization as businesses compete worldwide, and from the ensuring reorganization in production, international trade, and the integration of financial markets. Globalization helps in promoting economic growth and the increased trading between nations as movement and exchange of goods, and services, capital, technology or cultural practices has been speeding up all over the planet hence leading to the development of industries and creation of more jobs in the developing countries. (Pologeorgis, 2019)

Apple Company implements multiple distribution channels such as semi-direct and direct, company-owned stores, and other authorized parties to distribute their products and services to their targeted customers and consumers. Apple Company uses a strategy to utilize different channels for different products depending on the product's portfolio and the type of the product. Additional to this, the company's distribution network covers online and offline channels hence providing a tremendous purchase convenience to its customers and guaranteeing sales opportunity maximization. Direct distribution of this company are highly invested and strategically structured to ensure the entire packages of apple products and services are provided with related products and services offered by other manufacturing companies. The retail channel is prioritized with both online and offline stores that have enabled an establishment of a strong direct distribution of apple products. indirect channels are also used whereby the company uses marketing intermediaries such as best buy, Wal-Mart, and target who then sell the products to final customers.

Apple products are manufactured in Texas but they are assembled in China. (Pino, 2018)

The company selected china to be their headquarter for assembling its products as the country supports the company's products in high demand and it has ³ enough manpower to support the manufacturing of apple's product. The factory where the final assembly of the product undergoes (Pino, 2018) has approximately 230000 workers as compared to ⁶ the united states that have ⁴ only 83 cities that have the same population as this factory number of employees meaning that the population in the United States cannot be enough to covers apple's needs. This proves that the measure, speed, and efficiency of Chinese manufacturing surpass anything the United States is presently capable of. the major reason why the company couldn't select any other location such as Africa simply because, shipping of raw materials to any other location ³ based factories would mean higher costs and potentially even experience manufacturing delays. for this reason, the company opted to choose China as raw materials are within short distances from the final assembly plant. (Pino, 2018)

Growth has been the biggest problem apple company has been experiencing and the majority has been questioning themselves, will the company be able to handle the ² market saturation and the replacement cycle that has been extended? (Fuscaldo, 2018) In the past customers would replace their gadgets after every two years but with time this has changed and due to economic straining among people, they are unable to change their smartphones. This has led to a decrease in the market growth of the company and the only solution to maintain their profit margin is to increase the price point for the iPhone x. one of the solutions the company can take is to first innovate with the customer experience and work back towards technology and not the other way round. This means that not just how the user interfaces with the product but how

the user can achieve the goal. Since the functional job such as optimize health is the reason why the market exists, it needs to be the primary focus of customer experience. (Fuscaldo, 2018)

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