

Running Head: WHY IS IPAD A SUCCES INTERNATIONALY

Why ipad is a Success Internationally

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The release of iPad by Apple into the market has aroused a lot of its demand following its unique features. Certainly, following the iPhone era across the world, many people expected the iPad to come with exceptional features that would increase the utility of having a phone; following the currently globalized world. It ought to be noted that, the release of the iPad by Apple threatened Microsoft Corporation a lot, as the new product could support a wider variety of computer software. Basically, the iPad acted like a pocket computer among the businessmen and individuals, as it was advanced to support a variety of data processing applications; resulting in rendering MS services useless when one acquired an iPad phone. On this basis therefore, the iPad phone became very popular among the people across the world (Brian, 2010).

Though the phone was launched outside the US, rendering it an international commodity, Apple made very huge volumes of sales of iPad phones within the first month of its release. One of the most significant features of the iPad phone is that, it connected people with their financial institutions successfully, without having the people to pop into their banks or ATM machines to check their bank balances. More importantly, the iPad phone was most popular for its e-connectivity to various financial and social centers. Unlike other normal iPhones, the iPad phone is capable of having its own programs without installing them through the internet or using other software. By so doing, the iPad phone owners were able to do a lot of operations with the phone without engaging in installations of other programs, which would facilitate some processes (Brown, 2010).

For instance, the iPad phone had its word processing program which made official transactions easy and more available over the phone. By so doing, the iPad phone drew a lot of attention of many people, as its services were unique and exceptional. Though previously the Apple had not been faring well in the market, its introduction of iPad phones in the market made

a lot of impact to the Microsoft Corporation since its operations seemed to be more competed in the market. By producing a unique commodity in the market having multi-features, the iPad phones became one of the most popular commodities in the international market (Cormier, 2010).

Being launched and released outside US, the Apple Company meant to make the product an international one, resulting into its popularity, both within and outside US. As it was reported, the product was purchased by more than 0.6 billion people across the western region. This evidenced the popularity of the product both in the domestic market and the international one. On this basis therefore, the iPad phone became a very popular phone among the people across the world as they believed it would enhance their satisfaction better than other iPhones in the market. Certainly, the most significant feature which made the iPad phone acquire popularity among the people is its ability to have a wider variety of in-built features and programs which enhanced a number of processes by its users (Brian, 2010).

Basically, the currently increasing e-commerce marketing has been a major factor towards the popularity of the iPad phone among the people across the world. Having a wider variety of inbuilt programs, the e-commerce marketers were stimulated to acquire the product as it would facilitate easy transactions among the people; both within local markets and the international ones. Certainly, with the currently increasing globalization, individuals are developing the urge to continue keeping in touch with their clients for various transactions. Being a technologically oriented world, the introduction of iPad phone in the market enhanced more utility of iPhones by making it possible for it to process various applications without installing external programs. By so doing, the phone acquired a lot of popularity, both in the US domestic market and the world at large (Cormier, 2010).

Though the launching of the iPad phone was launched later sometimes after its release in the market, such a strategy was meant to sustain the domestic demand by the Americans as well as to enable feedbacks from its domestic market before releasing it to the international market. Certainly, the strategy of having the commodity should be first tried in the domestic market made it possible to make any modifications to it before releasing the ultimate product in the market. As it was revealed, the release of iPad phone in US found its popularity among the Americans, far from the expectations of the Apple Company. As a result, the Apple strategized to extent its market to be global, so as to increase its ultimate sales from the product; before another more superior phone was introduced in the market (Smith, 2010).

Further, the iPad phone was found to have a lot of security since it was not easy for it to be stolen without the owner being easily caught. In this case, the phone was installed with international tracking system which could locate the server easily in any part of the world. This acted to assure its users the ultimate security of the product since; once the product was stolen, it could be easily traced even if the phone was switched off. This particular feature of the phone was found to fascinate many people as they felt more secure with the product. It is important to note that, the ability of the phone to have password and encryption systems in various applications made the phone more secure; as data could not be easily traced within the phone. This meant that, it was only the authentic users who could make use of the phone (Brian, 2010).

Following the currently advancing technology in terms of information securities systems, the iPad phone was made secure by having all the encrypted data within its various applications not to be publicly displayed within the social network systems. More importantly, the iPad phone is one of the most secure social handsets by having quite secured applications in its operations. Though the iPad phone is quite expensive, its uses and has been found to counter its prices since

it acts as a complete information system in all aspects. In this case, despite its huge prices and low affordability, the uniqueness of the iPad phone among the iPhones makes it more popular due to its ability to support variety of programs which are internally built; requiring no external systems for operations (Nusca, 2010).

Being attractively designed, the iPad phone has found to be loved by its purchasers due to its slimness and its power to process a lot of applications. As it was revealed, the iPad phone is one of the most attractive phones in the contemporary society, as they have a unique display of nature and beauty; making it remarkable among the other iPhones. Certainly, the phone is manufactured using unique materials which make it light to carry, yet very strong and powerful. On this basis, the iPad phone has been accruing a lot of popularity among the consumers in the market, as result of its usability and having more support features for more utility while using the phone. This was evidenced when the product was being launched in Australia and Belgium, when people were found to make large queues to acquire the commodity. Basically, the commodity found its ultimate significance to the people when it was launched in various countries, rendering the carrying of large computers and laptops less significant when one had the iPad phone. As a result of its multi-functionality, the iPad phone can be described as one of most significant commodities in the contemporary society, dominated by technological advancements (Smith, 2010).

Generally, the popularity of the commodity has been attributed by its low supply, and having more demand than its supply rate. It should be noted that, the delaying of the launching of the commodity in to the world market can be described as due to the law of demand. As the commodity has a lot of demand with its supply limited, it had first to be distributed within US, to sustain the domestic market first. By so doing, the Apple Company was enhancing the

satisfaction of one region first before stretching to the other regions. Such a strategy can be described as being geared towards enhancing customers satisfaction since if the phone was distribute across the world, many US residents would miss it resulting into inefficiencies, as a country to satisfy its people first with the internally produced commodities before exporting them (Brian, 2010).

As it has been revealed, the success behind the distribution of ipad phones across the world has been attributed by the ability of the phone to support multi-processes in its various applications. Bing designed to suite businessmen; the ipad phone has seen the development of e-commerce among the nations as it has been possible to make variety of process, even e-banking, with the phone. In addition, the commodity has been produced in limited scales, making its supply limited; which necessitated it to be first distributed within US first, before being extended to the international market.

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