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Essentials of Marketing

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**Part A**

PESTLE Analysis on Apple

| **P** Political | **E**Economic | **S**Sociological | **T**Technological | **L**Legal | **E**Environmental |
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| Government policies, their products are sold worldwide and must follow each country’s laws.  | Since they sell their products worldwide, they have to face alterations in different countries’ currency fluctuations that might affect Apple’s prices. | A way to feed into this consumer-brand relationship is by listening to their customer’s needs and preferences, always considering different cultures as well. | As technology keeps on evolving faster, they are compromised to be on top of the game and come up with innovative designs, features, and softwares.  | Apple deals with the responsibility of protecting their customer’s data and private information.  | Apple is becoming more sustainable and this might be a fact that consumers might consider when purchasing a product. |

After this brief analysis, I have concluded that in the political aspect, it is important for their reputation to be respectful of other countries’ laws. Economically, they need to keep an eye out for global economics around the world to keep on beneficing from the conditions. Apple needs to be more efficient in the sociological factor, their customers have been asking for brand new designs for the next iPhones and that hasn’t happened in the last 3 models they have launched, I sense that if they keep on following this pattern, they customers will eventually get tired of it and will stop seeing them as an innovative brand, which is one of the things that helped build their identity as a brand, also not to mention the possible loss of loyal consumers that they might face. Technologically, they need to keep on innovating since they are competing with other companies like Google that focus on bringing the consumer their latest advances. In the legal aspect, they must keep on working on their privacy setting and protection of their customers’ private information, data leaks could be dangerous for their reputation, and customer trust, and in general, it could generate legal problems. Lastly, in the environmental aspect, integrate sustainability practices into their product development process and commit to environmental responsibility in general.

**Part B**

Patagonia is an American company founded in 1973 by Yvon Chouinard that produces outdoor clothing and gear. The company is known to be committed to sustainability by minimizing its environmental footprint. Some of their competitors are The North Face and Columbia Sportswear. When I shop I mostly make sure that I like what I am going to buy, especially if I will be investing some money in it, which is the case for outdoor clothes (winter jackets, heavy jackets, etc), my priority when purchasing clothes is if I will still wear it in the next 5 years and then after that, I start thinking about how environmental is the company.