National University

PME 601 Homework 1

Due on or before: 10/15/19

**Apple**

Apple company’s executive team needs to decide between a few projects. Two of the projects are introducing new phones and another project is coming up with a new TV monitor. The following are some of the information that has been provided to the executive team.

Phone one is an enhancement of the latest phone that did extremely well in the market. This new phone however will have a enhance Bluetooth capability giving the capability of sending very large data files such as video at speeds that is comparable that of Wi-Fi. It will also have double the storage capacity of the older model. This phone is going to be priced at $700.00. The previous phones were selling for $650.00

Phone two is a completely new phone based on the new 5G technology. 5G technology is not yet in the market but certain modem companies such as Qualcomm have introduced non-commercial samples to the elite customers such as Apple and are promising to have the commercial solution for mass market between 6 to 9 months. The price tag for this phone is not determined yet but it is expected to be at $950.00 range.

Third project is a new monitor that allows all Apple devices to connect without any commands from the user. It also has extremely high-quality video and has touch capability and one of the best resolutions in the market with capability of 3D video when used with Apple accessories. The price range for this TV monitor is around $5,500.00. Apple expects to get the key components of this monitor from their competition Samsung as they are one of the few companies capable of producing the components. Although Samsung competes with Apple on phone business, but their electronics division has been providing components to many of their competitors in the past.

Due to budgetary concerns, Apple needs to select one of these three projects for execution. You are hired as a consultant to provide them with your inputs and help them with decision making process.