



The Steve jobs  
Magic-2

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# Continuing success

- Dec 09 quarter results
- Record sales : \$ 15.7 B
- Profit: \$3.34 B –largest ever!
- Sales of iPhone since Jun 07: 33.75 M
- Sales of iPod since Oct 01: 240M
- iPad sold on day 1 of launch: 300,000
- Expected to sell 6 M in this year –more than what iPhone sold in 1 year



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# iPad

- Half an inch thick at the thickest
- 1.5 lb weight
- World beating display
- Low power
  - 10 hours web surfing on one charge
- Designed for the user
- iPad will fold, mutilate and spindle Kindle of Amazon



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# Day 1 of iPad sales

- Lines stretched for a few blocks in the morning hours at Apple stores across USA.
- Blue-shirted Apple employees passed out free snacks in the chilly early air.
- At 9 a.m., they greeted each buyer entering stores with an applause and fanfare normally reserved for athletes winning medals or championships.
- “It’s beyond technology. It’s a culture. It’s a community.” - said a fan!

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# iPad a review

- Beautiful
- Sits in the hands easily
- Chip is fast
- Screen very responsive
- Programs launch instantly
- Video play back impressive
- Internet surfing a breeze



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## iPad review contd.

- Even dense text heavy pages easy to read
- Perusing e books easy
- Games are great fun
- Once you have get it in your hands,
  - You are hooked!

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# iPad review in Time

- The coolest address in the universe is Apple HQ in Calif
- iPad is like a gun lobbyist's rifle; the only way you are going to take it from me is by prying it from my dead hands
- John Makinson CEO of Penguin says: This is the future of Publishing”

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# Apple's customers are roving fans

- Fans shave their head with Apple logo
- They queue all night for key note speeches by Apple staff
- They queued for 4 days before the launch of the first iPhone in Jun 2007!
- iPad- “This is like ‘Star Wars’ for Apple geeks. I just hope it’s more rewarding than ‘The Phantom Menace.’ ” – A fan

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# Steve Jobs is a fearsome negotiator

- For chips he negotiated bargain-basement prices by knowing more about costs than his suppliers did
- With iPhone he forced mobile network operators to allow users to have unlimited data unloads-something nobody had ever done before

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# Key elements of Apple

- Incredible intensity that Apple brings to the products it designs
- Enormously secretive approach to new product development
  - Most employees do not know what is the next product which is going to be launched!

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# Apple products 'just work'

- iPhone really works the way smart phones have never done before
  - 150000 apps for iPhone
- iPod interface with scroll wheels is one of a kind
- Mac OS X OS has never had a virus since its launch in 2001

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# Apple and the customer

- No focus groups
- Apple tells people what they are going to want next!
- And they lap it up!

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# Apple the greatest innovator

- It is constantly re-inventing itself
- 5 years ago it was a computer company
- Now it is a consumer product company that also makes computers!
- As long as it can keep doing it , its future looks safe!

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# Ask yourself

- How much intensity are you/ your employees bringing to the Company, its products, services?
- Are you looking for a customer or a fan?
- Are you innovative like mad?
- Are you a bare bone negotiator?
- Do your products /services really work?

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Source: Gulf life Apr 10, Time & NY times

WRITTEN ON THE MUMBAI-BAHRAIN FLIGHT 9 APR10

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