

Unit 21 technology Business Plan – iPhone 18 Pro Ma x

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LEARNING AIM D





Introduction

- Marketing Apprentice at Leyton Tech Corporation
- New product: iPhone 18 Pro Max
- Purpose: create a business plan
- Show potential success in smartphone market



Business Idea

Product: iPhone 18 Pro Max

Key Features:

- Advanced camera system
- Long battery life
- Fast processor
- Secure Face ID
- Premium design



Aims and Objectives

Main Aim

- Launch the iPhone 18 Pro Max successfully

Short-Term Objectives

- Sell 200 units per month
- Cover costs in the first month
- Create marketing awareness

Long-Term Objectives

- Increase sales each year
- Improve brand position
- Maintain customer satisfaction

Target Market

Target Customers:

- Young adults (18–40)
- Professionals
- Technology enthusiasts

Customer Needs:

- High quality camera
- Long battery life
- Fast performance
- Strong security



Market Research

Primary Research

- Survey results: camera, battery and speed important

Secondary Research

- Apple sells millions of phones yearly
- Premium smartphone market is growing

Research Conclusion

- Strong demand for high-quality smartphones

Competitor Review

Main and first Competitor: Samsung Galaxy S Ultra series

Samsung Strengths

- Slightly lower price
- Strong camera
- Large screen

Samsung Weaknesses

- Different operating system
- Not connected to Apple ecosystem



Second Competitor: Google Pixel Pro series

Google Strengths

- Excellent AI camera features
- Clean Android operating system
- Strong Google software integration

Google Weaknesses

- Smaller ecosystem compared to Apple
- Lower resale value than iPhone



Third Competitor: Nubia RedMagic 9 Pro

Nubia Strengths

- Very powerful gaming performance
- High refresh rate display
- Advanced cooling system for gaming

Nubia Weaknesses

- Focused mainly on gaming users
- Camera quality not as strong as iPhone
- Smaller brand recognition compared to Apple



Comparison

Feature	Iphone 18 pro max	Samsung galaxy ultra	Google pixel pro	Nubia redmagic 9 pro
Price	£1,399	£1,199	£999	£850
Security	Face ID	Fingerprint	Fingerprint and Face ID	Fingerprint
System	Ios	Android	Android	Android
Camera	Advanced AI camera	High-resolution camera	AI photography	Standard camera
Special features	Apple ecosystem	S pen support	AI software	Gaming performance

Marketing Plan

Promotion Methods:

- Social media advertising
- Online campaigns
- Influencer marketing
- Company website

Financial Plan



Start-Up Costs: £20,000
Variable Cost per Unit: £1,100
Selling Price: £1,399



Estimated Sales



200 units per month.



Break-Even Analysis



Break-Even Point:
67 units



Expected Sales:
200 units



Conclusion:
Business expected to make profit.



Scenario A Financial Plan



Start-Up Costs: £20,000
Variable Cost per Unit: £1,100
Selling Price: £1,299



Estimated Sales



200 units per month.

Break-Even Analysis



Break-Even Point:
101 units



Expected Sales:
200 units

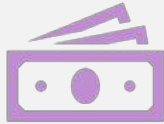


Conclusion:
Business expected to make profit.

Scenario B Financial Plan



Start-Up Costs: £20,000
Variable Cost per Unit: £1,150
Selling Price: £1,399



Estimated Sales



200 units per month.

Break-Even Analysis



Break-Even Point:
80 units



Expected Sales:
200 units

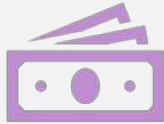


Conclusion:
Business expected to make profit.

Scenario C Financial Plan



Start-Up Costs: £30,000
Variable Cost per Unit: £1,100
Selling Price: £1,399



Estimated Sales



200 units per month.

Break-Even Analysis



Break-Even Point:
100 units



Expected Sales:
200 units



Conclusion:
Business expected to make profit.

Risks and Solutions

- Risk 1: Strong competition
Solution: Focus on branding
- Risk 2: Low sales
Solution: Increase marketing
- Risk 3: Production cost increase
Solution: Negotiate with suppliers



Justification

The product is likely to succeed because:

- Strong Apple brand loyalty
- High market demand
- Break-even is only 67 units
- Expected sales are higher





Action Plan

Task	Time
Market research	Week 1
Product design	Week 2
Marketing plan	Week 3
Launch campaign	Week 4
Product launch	Week 5