

Unit 21 – Technology business Learning Aim D

Business Plan for iPhone 18 Pro Max

1. Introduction

I am working as a Marketing Apprentice at Leyton Tech Corporation. I am working on a new technology project. Now I need to create a business plan for my product, the iPhone 18 Pro Max. This business plan will explain how the business will start and how it will make money. It will show market research, competitor information, financial plans, and possible risks. The aim of this plan is to show investors that the iPhone 18 Pro Max is a good business idea and can be successful in the smartphone market.

2. Business Idea

The business idea is to introduce and sell a new smartphone called the iPhone 18 Pro Max. This phone will focus on high performance, strong security and good camera quality. The product will provide Advanced camera system, long battery life, Fast processor, Secure Face ID and Premium design

I selected this idea because smartphones are used every day by millions of people. Apple products are trusted and have a strong customer base. There is always interest when a new iPhone model is released.

My skills that will help with this business include:

- **Understanding customer needs**
- **Basic knowledge of costs and profit**
- **Communication skills**
- **Research skills**

3. Aims and Objectives

Main Aim:

To launch the iPhone 18 Pro Max successfully and generate profit.

Short-Term Objectives:

- **Achieve sales of 200 units per month**
- **Cover all costs within the first month**
- **Create strong awareness through marketing**

Long-Term Objectives:

- **Increase sales each year**
- **Improve brand position in the market**
- **Maintain customer satisfaction**

4. Target Market

The target customers are:

- **Young adults (18–40 years old)**
- **Professionals**
- **Technology users who prefer premium phones**

Customers want:

- **Clear photos and videos**
- **Long battery performance**
- **Fast speed**
- **Secure device**

This product meets the need for a reliable and powerful smartphone.

5. Market Research Summary

Primary Research:

A small survey showed that most people value:

- **Camera quality**
- **Battery life**
- **Fast performance**

Many respondents said they would consider buying the new model.

Secondary Research:

Online data shows Apple sells millions of phones each year. The premium smartphone market continues to grow.

What the Research Shows:

There is strong demand for high-quality smartphones. Customers are willing to pay more for better features.

6. Competitor Review

Main Competitor: Samsung Galaxy Ultra

Samsung Strengths:

- **Slightly lower price**
- **Strong camera**
- **Large screen**

Samsung Weaknesses:

- **Different operating system**
- **Not connected to Apple ecosystem**

Comparison

Feature	iPhone 18 Pro Max	Samsung Galaxy Ultra
price	£1,399	£1,199
Security	Face ID	Fingerprint
System	Ios	Android

Unique Selling Point (USP)

The USP of the iPhone 18 Pro Max is:

- Easy integration with other Apple devices
- Strong brand trust
- High security

7. Marketing Plan

Promotion Methods:

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

Why This Works:

The target market uses social media daily, so online promotion is effective.

How Customers Will Be Attracted:

- Showing real camera results
- Highlighting battery life
- Emphasising security features

8. Financial Plan

Start-Up Costs:

Fixed costs: £20,000

Running Costs:

Variable cost per unit: £1,100

Pricing Strategy:

Selling price: £1,399

This follows a premium pricing strategy.

Sales Forecast:

Estimated sales: 200 units per month

Break-even Summary

Break-even formula:

Fixed Costs ÷ Selling Price – Variable Cost

£20,000 ÷ £1,399 – £1,100

= 67 units

The business must sell 67 units to cover all costs.

Since expected sales are 200 units, the business will make profit.

Effect of Changing Revenue and Costs

If the price is reduced:

- Break-even point increases
- Profit decreases

If costs increase:

- Break-even increases
- Business risk becomes higher

This shows that controlling costs and pricing is important.

9. Resources Required

Physical Resources:

- Production facilities
- Warehousing
- Office space

Human Resources:

- Engineers
- Marketing staff
- Sales team

Financial Resources:

- Investment capital
- Marketing budget

10. Risks and Solutions

Risk 1: Strong competition

Solution: Focus on quality and branding

Risk 2: Lower than expected sales

Solution: Improve promotion or adjust pricing

Risk 3: Increase in production costs

Solution: Negotiate with suppliers

11. Justification of Business Decisions

The iPhone 18 Pro Max is likely to succeed because:

- **Apple has strong brand loyalty**
- **Market research shows demand**
- **Break-even point is low 67 units**
- **Expected sales are much higher than break-even**

The margin of safety reduces financial risk.

If sales fall, the company can:

- **Reduce costs**
- **Adjust price**
- **Increase marketing**

This makes the business plan realistic and financially secure.

12. Action Plan

Task	Decline	Responsibility
Finish market research	Week 1	Marketing Team
Finalise product design and features	Week 2	Product Development Team
Plan marketing strategy	Week 3	Marketing Team

and advertising		
Set price and financial plan	Week 3	Finance Team
Prepare product launch campaign	Week 4	Marketing Team
Launch the product in the market	Week 5	Sales Team

different kind of Financial Resources: in business

Here are different kinds of financial resources in business, explained in simple ESL English.

Different Types of Financial Resources in Business

1. Personal Savings

This is money the business owner already has. The owner can use their own savings to start the business. This is common for small businesses.

2. Bank Loan

A bank loan is money borrowed from a bank. The business must pay the money back with interest over time.

3. Investors

Investors give money to the business to help it grow. In return, they may receive a share of the business or future profits.

4. Government Grants

Some governments give money to support new businesses or innovation. This money usually does not need to be paid back.

5. Venture Capital

Venture capital comes from companies that invest in new businesses with high growth potential. They provide large amounts of money but expect a share of the business.

6. Crowdfunding

Crowdfunding is when many people give small amounts of money through online platforms to support a business idea.

7. Business Profits



What is an Action Plan in Business? (ESL Simple Explanation)

An **action plan** in business is a list of steps that show how a business will achieve its goals. It explains **what tasks need to be done, when they will be done, and who will do them.**

An action plan helps the business stay organised and complete work on time. It also helps managers and employees understand their responsibilities.

For example, if a company wants to launch a new product, the action plan may include tasks like doing market research, designing the product, creating marketing advertisements, and starting sales.

In simple words, an action plan is a **step-by-step guide that shows how a business will turn its idea into reality.**



what is Justification of Business Decisions

What is Justification of Business Decisions? (Simple ESL Explanation)

Justification of business decisions means explaining **why the choices in your business plan are good and reasonable.**

It shows the **reasons behind your decisions.** You explain why you chose a certain product, price, target market, or strategy.

In a business plan, justification helps prove that your idea is **logical and based on research**, not just a random idea.

For example:

If you choose a lower price for your product, you explain that the lower price can attract more customers and increase sales.

In simple words, **justification means giving clear reasons to show why your business decisions are correct and likely to succeed.**



Business Gateway (2026) *Business plan template for idea.* Available at: <https://www.bgateway.com/resources/starting-a-business/business-plan-template> (Accessed: 20 February 2026).

Apple Inc. (2026) *Business Plan for Startups.* Available at: <https://apps.apple.com/gb/app/business-plan-for-startups/id400755737> (Accessed: 3 March 2026).