

A study on Apple and its actions in retail marketing



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ABSTRACT

The present work aims to study the marketing and retail actions of the Apple brand and its effects on the marketing environment. Thus, the central problematization seeks to understand how Apple's retail marketing occurs and what are the resulting impacts of these actions on the marketing environment. To this end, the research begins with an analysis of the structure and systematization of the company Apple, seeking to understand its internal organization and how this influences its retail marketing strategies. Then, the specific actions and strategies adopted by Apple in the context of retail marketing are analyzed, such as the design of its stores, customer service, product presentation and holding special events. Faced with this look, the methodology is understood in a

systematic review of the existing literature on Apple and its retail marketing actions, so it was possible to obtain a solid theoretical basis. In this way, electronic databases were consulted, including books, scientific articles and other relevant sources, which address the subject of marketing and retail, trying to understand how it occurs and what are the stimuli that keep the Apple brand in the market until the current market scenario. . The results of this research bring relevant information about how the Apple brand behaves within retail in relation to marketing, understanding the strategies adopted by Apple and their impacts on the marketing environment is essential for understanding the company's success in the technology market. Furthermore, this study contributes to the marketing area, providing a detailed analysis of Apple's retail marketing actions. With this perspective, the results obtained can serve as a reference for companies in the technology and retail sector that wish to improve their marketing strategies, in addition to offering a starting point for future academic research on the subject. In short, through a systematic literature review and analysis of Apple's retail marketing actions, this study provided a deeper understanding of how the brand positions itself and influences the marketing environment. This acquired knowledge is valuable both for professionals in the sector and for researchers interested in exploring this specific topic.

Keywords: Apple, retail, marketing, marketing actions.

1 INTRODUCTION

In this article we articulate a study of the Apple company and its actions in retail marketing, for such, the research studies how the retail marketing of the Apple brand occurs and what are its advantages, thus, we point out as relevance the realization of this study to verify how the retail marketing of the Apple brand behaves and how this boosts sales positively making the brand stand out in the technological environment. In addition, we understand as a tone of relevance the demonstration on how the company can attract a larger audience through sales methods.



However, the importance of this study aims at an understanding of the retail marketing of the Apple company and what are the stimuli that keep it in the market in the current market scenario, housing a large audience, having a brief look at the theme and contributing to the area of commercial management.

With this view, we present as theoretical support, some authors through bibliographical and electronic research that address the theme marketing and retail, having understandings about the stimuli that keep this brand in the market today.

In this sense, the methodological procedure undertaken comprises the literature review research, interweaving an understanding of Apple's physical store and its increased sales or usability of innovative technologies to improve the consumer experience in these physical spaces. Given this, we used the collection of secondary data, being studied to achieve the defined objectives, such as academic and scientific articles and books with renowned authors on the subject.

Based on the discussion of the results, considerations and information about the Apple company and its functionality within Retail Marketing were arranged, discussing possible limitations of the study and suggestions for future research.

Thus, the present study presents as problematization the respective question: How does the retail marketing of the Apple brand occur and what are its impacts on the market environment?

In the search for answers to this problematization, this work has as general objective to study the marketing and retail actions of the Apple brand and its effects on the market environment. To achieve the general objective, we delimit the respective specific objectives being: To understand the structure and systematization of the Apple company; Analyze retail marketing actions and strategies; demonstrate the effects and actions of retail marketing in front of the Apple company.

Thus, we begin a discussion about the object of study, to provide possible answers about the problematization and aim at the objectives established in this work.

2 THE STRUCTURE AND SYSTEMATIZATION OF THE APPLE COMPANY

Apple is widely recognized as a symbol of innovation, creativity, design, and originality. In addition, the brand has a constant presence in the media, appearing in TV shows, documentaries, films, as well as in scientific studies, articles, dissertations, and theses, especially in the areas of technology, marketing, communication, advertising and advertising. Desare, Apple's story began when two high school friends, Steve Wozniak and Steve Jobs, shared a dream of developing smaller, more affordable personal computers. In 1976, they established the Apple Computer Company in the garage of Jobs' parents' home. The first product released was the Apple I personal computer. However, it was only a year later, with the release of the Apple II, that the company gained prominence and managed to directly surpass its competitor, Microsoft. (Batinga; Dick; Guimaraes, 2017)



In the current scenario, the company unites the functional and hierarchical organizational structure established by Jobs with a slightly more collaborative method implemented by his successor, Tim Cook. In this sense, Apple adopts a predominantly hierarchical organizational structure. Previously, all strategic decisions had to go through Jobs. However, when cook took the lead, he introduced a more collaborative approach between managers and employees. (Cuofano, 2023)

Born on February 24, 1955 in the metropolis of San Francisco in the United States, emerged Steven Paul Jobs, one of the visionary minds who conceived the genesis of Apple. Rising as one of the founding architects of this iconic firm, Jobs resonates as one of the most avant-garde protagonists of the last century. The legacy that remains not only refers to his entrepreneurial stance, but to his virtuous capacity for innovation. It was this innate creative ability that effectively gave Apple a unique competitive superiority, notably for its audacious contribution to the field of personal computers, in an era when such a concept was treading an incipient path. (Suno, 2023)

His outstanding performance in this context stems from his demonstrated ability to lead specialists in the field of technology and management, even though he has not finished his university academic training. He illustrated this ability by means of a metaphor in which he compared himself to a conductor of an orchestra, who, while not a virtuoso musician, had a solid enough understanding of the symphony to conduct the orchestra harmoniously. The impact of this role is evidenced in a concrete way in our society, materialized in devices such as computers, smartphones, tablets, and a myriad of technological innovations that have become predominant elements in our daily lives (ResearchGat, 2017).

After his departure from the company in 1985, driven by eccentricities and a strong personality, Steve Jobs engineered Next, launching it in sequence through resources from his own resources. Although his new venture did not achieve resounding success, he found himself at a singular crossroads when his former corporation absorbed Next in 1997. This reunion allowed him to resume the position of CEO at Apple, at a time marked by the crisis. Throughout his tenure, which extended into 2009, Jobs led the company deftly, ceding the post to Tim Cook but retaining influence over crucial decisions. Two years later, Jobs passed away from a rare pancreatic cancer. (Canaltech, 2023)

Thus, to meet the business demands within the different functional units, Apple relies on several senior vice presidents. For example, there are senior vice presidents responsible for marketing, staff, finance, and retail, among other industries. This layer of management reports to the CEO, but has greater autonomy compared to the period under Jobs' leadership (Cuofano, 2023)

Ribeiro (2020) claims that Apple surprises by maintaining its functional structure, even with the significant growth of the company in terms of revenue and complexity since 1998. While it's 40 times larger today, Apple continues to have senior vice presidents responsible for specific functions rather than products. CEO Tim Cook, like Jobs previously, is the only position on the org chart where



the design, engineering, operations, marketing and retail of all of Apple's major products are located. In this way, the company does not have conventional general managers, who control the entire process, from development to sales.

Regarding the business model, the company stands out for its ability to establish a property relationship with its consumers. Through smart strategies, the company wins over consumers and keeps them in its ecosystem, ensuring remarkable success. This gives Apple considerable power throughout the supply chain, controlling each step of the process comprehensively (Pereira, 2018)

Apple's devices, along with its software and services, provide a seamless experience that simply works. You can start a project on your Mac and complete it on your iPad, enjoy the benefit of having multiple screens to expand your workspace, draw using Apple Pencil on your iPad, or perform real-time updates on your Mac using your iPhone. Plus, all of this is compatible with both Microsoft and Google apps, which means your team has all the tools they need to accomplish any task efficiently. (Work, 2023)

Apple adopts an exceptional business model to drive revenue, as it can turn premium experiences into profits with unparalleled effectiveness and efficiency. As opposed to pursuing growth at scale through monetizing data or usage, Apple markets tools that people want and are willing to pay a higher price for them. Instead of focusing on numbers, the company values the quality and demand for its products, which makes it a leader in the market. (Pereira, 2018)

Most discussions about Apple's financial results attribute the company's success to the iPhone, which accounts for about 60 percent of its revenue. However, this view does not tell the whole story. Apple has a diverse line of highly profitable products that go beyond the iPhone. We can cite leaders in profitability in various categories such as tablets, laptops, desktops, smartwatches, wireless headphones, and streaming TV boxes. Few hardware manufacturers can make a profit from selling smartphones and tablets, and even the component-related businesses are far from Apple's profitability. The makers of best-selling laptops and desktops can't compete with Mac profit margins. Apple is also the most profitable company in the wearable segment. Even products of lesser prominence in terms of sales, such as Apple TV, are generating profits in an industry with tight margins (Pereira, 2018).

Apple's diverse product line reveals that the ability to extract profit from an industry goes beyond simple pricing. Apple's financial success is closely tied to its business model, which demonstrates a propensity to generate superior free cash flow. In other words, Apple does not depend only on the prices of products to make a profit, but rather on a strategic business model that enables the generation of a high free cash flow (Pereira, 2018).



3 ANALYSIS OF RETAIL MARKETING ACTIONS AND STRATEGIES

The goal of marketing is to understand how consumers behave and what their needs and desires are to create sales strategies that meet their expectations. This involves studying buying habits, personal preferences, and consumer trends to offer products and services that are relevant to each individual (Ramalho, 2022).

In this way, it is possible to trace sales paths that are more effective and engage the public more efficiently.

Marketing plays a key role in retail, since it has the mission of providing exceptional experiences for the customer, generating magical moments that create a good image of the company. It is necessary that all the people involved in the company are committed to satisfying and delighting the customer, always seeking their success, since the competition is increasingly fierce and consumers more demanding. Thus, it is essential that marketing is applied in a strategic and integrated way, aiming at customer loyalty and satisfaction (Ramalho, 2022).

The competition between companies in the retail sector has generated significant changes in the sector, and we can observe that there has never been a transformation as great as the one we are currently experiencing, either in the way we interact with customers (internal and external) or in the offer of products and services. Therefore, it is essential that professionals are always updated and attentive to market trends, seeking to prepare for the future (Motta, 2011).

Retail trade and marketing go hand in hand. Advertising is critical for people to know a product. Without it, many products would sit on the shelves unnoticed. The importance of retail can also be noted in the economic aspect, as it generates jobs and moves the economy. In addition, it is an important element of the marketing strategy of companies (Motta, 2011).

Kotler (2003) *apud* Gouvea (2011) emphasizes that people have finite resources, but their desires are unlimited. And according to the desires and resources, people demand products with the benefits that guarantee them satisfaction.

To ensure that retail sales flow well, it is important to conduct efficient marketing aimed at this sector. This includes all activities related to the direct sale of products and services for the personal use of end consumers, without being linked to business.

The 4 Ps are fundamental to the success of any venture. They are the foundations that underpin the planning of a business. These four factors are Products, Price, Square and Promotion. They help to draw up a well-defined and effective strategy for any type of trade, allowing the company to meet the needs and desires of the market. In this way, it is possible to develop products and services that meet customer expectations, set competitive prices, choose the most appropriate distribution channels and promote the brand, attracting and retaining consumers. In short, the 4 P's are the basis for building a successful business (Correa, 2022).



The product is what a company offers to its customers, which can be a physical product or a service. It is very important that the company has a clear and well-defined definition of its product, as this helps guide the next marketing strategies and the actions that will be put into practice so that there is a positive impact on the market. Therefore, having a solid and well-established product is one of the most crucial steps for a company's success in the business world (Correa, 2022).

Price is critical to the profitability of a business, both to increase and reduce margin. It represents the amount the consumer is willing to pay for a product or service. To set the price, it is necessary to take into account the production costs, the investment for the growth of the company and the desired profit margin. A balance between these factors is necessary to ensure competitiveness in the market and the profitability of the business.

The square is basically the place where the product or service will be offered to consumers, both in physical stores and on online platforms. This is where distribution will be done efficiently to meet the needs and desires of potential customers (Correa, 2022).

Promotion is one of the main marketing strategies used by companies to stimulate the demand for a product with the target audience. It is important to note that this strategy is not only about discounts and sales, but rather mechanisms for brand awareness, both online and *offline*. The goal is to bring the idea of the product to consumers and potential consumers, so that they feel motivated to purchase it.

The Promotion P is one of the important stages of marketing that involves making strategic decisions to promote the product or service. At this stage, it is necessary to define the best advertising strategies, promote sales, invest in personal selling, improve merchandising and conquer space in social networks. In addition, relying on influencers is a tactic widely used today to reach more people and generate more success in the market. In summary, it is one of the key steps of the marketing process that needs to be well planned and executed to achieve the desired objectives (Correa, 2022).

The retail sector, just like any other type of business, requires efficient management and skilled managers who are able to plan, organize, guide and control the growth, survival and future of companies. Proper management is critical to retail success, as it involves dealing with a number of challenges, such as fierce competition, market demands, changes in consumer preferences and technological advances (Las Casas, 2007).

Good planning is essential to set clear goals, identify market opportunities, analyze the competition, and establish appropriate strategies to achieve the desired growth and profitability. In addition, the efficient organization of available resources, such as inventory, sales team, logistics and infrastructure, is crucial for the smooth and profitable operation of a retail company (Las Casas, 2007).

Competent management plays a key role in guiding employees and ensuring that all departments and processes are aligned with organizational objectives. Managers must lead motivated



teams, promote a collaborative work environment, and encourage innovation and continuous improvement (Las Casas, 2007).

Finally, proper control is needed to monitor performance, identify problems, and implement corrective measures when necessary. This involves monitoring key performance indicators, analyzing financial results, evaluating customer feedback, and adopting measures to improve operational efficiency and customer satisfaction (Las Casas, 2007).

4 THE EFFECTS AND ACTIONS OF RETAIL MARKETING AGAINST THE APPLE COMPANY

Currently, Apple stands out as one of the leading brands in the market and is known for its capacity for innovation. However, this innovation goes beyond the products the company develops. Apple has a unique approach that permeates its entire corporate identity (Lima, 2021).

Upon entering an Apple store, customers have the chance to immerse themselves in the culture and essence of what's known as the "Apple experience." It is a unique shopping journey that combines modernity and ease for users (Lima, 2021).

Apple stores are carefully designed, with an elegant, minimalist ambience that reflects the brand's visual identity. The arrangement of the products, the lighting and the organization of the space are planned to create a warm and inviting atmosphere. Customers are welcomed by a team of highly trained employees, ready to provide assistance and guidance (Lima, 2021).

In addition, the shopping experience is marked by simplicity and ease. Apple strives to make the buying process as intuitive as possible, with options like Apple Pay, which allows for fast, hassle-free payment. The devices and accessories are carefully presented, with clear information about their characteristics and benefits, assisting customers in choosing the most appropriate product for their needs (Lima, 2021).

For Apple (2023) the quest for modernity is present throughout the Apple experience. The stores are equipped with advanced technologies such as interactive screens, augmented reality and state-of-the-art devices. These elements complement the innovative atmosphere and provide customers with a sense of immersion in the world of technology.

Overall, the Apple experience in its stores is more than just a business transaction. It's an opportunity for customers to experience brand culture and values up close, experimenting with quality products, receiving personalized support, and engaging in a streamlined, modern shopping journey (Apple, 2023).



Figure 1- Iplace invests in its capital units



Source: Journal of Commerce, 2018.

In addition, the mobility of Apple devices allows teams to move freely around the store, interacting with customers at any touchpoint. Handheld devices offer flexibility and agility, allowing employees to access important information and meet customer needs immediately, creating a more convenient and satisfying experience (Apple, 2023).

For (Medeiros, 2020) Apple was able to build a recognized and desired brand around the world, thanks to successful marketing campaigns that aroused enthusiasm and excitement among consumers. The company has a unique ability to create an aura of exclusivity and innovation around its products, which fuels the interest and devotion of its followers.

The success achieved by Apple is not limited to conventional business strategies. The company went beyond what is expected of traditional businesses to stand out in the market, such as:

Apple uses advertising as one of the main channels to convey its message to consumers. Their advertising campaigns consistently follow the brand's corporate identity while maintaining a uniform standard. Design plays a key role in its advertising pieces, adopting the same clean, minimalist style that characterizes every aspect of the Apple brand. This means that the company strives to maintain a cohesive and recognizable image in all its advertising communications, thus reinforcing its brand before the public (Junior, 2014).

Apple understands that influencers have a big impact on consumers, especially on digital platforms. Through strategic partnerships with relevant influencers and aligned with the brand identity, Apple is able to reach a broad and engaged audience (Medeiros, 2020).

Digital influencers have the power to establish genuine connections with their audience, and when they choose to collaborate with brands that share the same values, it results in more effective campaigns and stronger relationships with consumers. They become a key piece in the digital marketing game, positively influencing people's perception and interaction with brands (Adrielli, 2023).



Figure 2 - Kim Kardashian partners with apple and launches headset



Source: Folha De Pernambuco, 2022.

In addition, Apple highly values the positive recommendations of the specialized media. Reviews, reviews and press coverage play a key role in building brand reputation. The company constantly seeks innovation and quality in its products, and when these attributes are recognized and praised by the media, this strengthens Apple's image and generates a positive effect on consumer perceptions (Medeiros, 2020).

Apple recognizes that influencers and positive media recommendations are highly effective advertisements. By using these approaches, the company capitalizes on the trust, authenticity, and credibility of these sources to reach a wider audience and generate significant results in its marketing strategies (Medeiros, 2020).

For Apple, consumers are constantly bombarded with a great deal of information every day. To help simplify this information overload, the company chooses to reduce the amount of text in its selling strategies. They prefer to adopt a simpler and more direct language that is relevant to the profile of the ideal customer, that is, the persona. This same principle applies to the layout of your web pages, which are kept clean and minimalist. This approach not only provides a better user experience, but also makes it easier to load pages on mobile devices, which is crucial for any e-commerce site (Freire, 2020).

In addition, the company values simplicity in its products, creating thinner and lighter versions. All this aims to improve the user experience and facilitate interaction with the brand (Medeiros, 2020).

As we look at the issue of less price and more value, Apple has found a unique approach to addressing this challenge. Although its products are known to have higher prices relative to the market, the brand still manages to generate fervent queues during launches. The key to this success lies in the fact that Apple doesn't just focus on price, but rather on conveying the benefits of the product to customers, highlighting aspects such as superior quality, excellent service, customer service, support, and innovative design. Apple understands that consumers are willing to pay more for a complete experience and for products that meet their expectations in terms of performance, durability, and overall satisfaction (Medeiros, 2020).



We can observe that after-sales and loyalty services play a crucial role in how Apple builds lasting relationships and positive experiences with its brand. The company adopts a unified strategy that combines relationship marketing and experience marketing, covering all phases of the buying cycle and the post-sale period (Fernandes, 2023).

This translates into effectively meeting the needs and expectations of consumers throughout their journey with the brand, thus contributing to customer loyalty and satisfaction. Apple not only cares about selling products, but also invests in creating meaningful connections and providing a seamless and positive experience for its consumers. One of the main strengths of the Apple brand is its ability to build loyalty among its consumers (Fernandes, 2023).

The company has a clear focus on the customer, which has always been the foundation of its strategy. All Apple products are designed with the goal of providing ease of use in the consumer's day-to-day life and being relevant in the market. This customer-centric approach is evident to consumers and combines with other intangible aspects that arise from the experience with the brand and its products. This creates an emotional and lasting connection between Apple and its customers, making them loyal brand advocates (Junior, 2014).

Apple's approach aims to make the technology more user-friendly and familiar to consumers. By using simple and understandable language, the company creates an emotional connection and makes products more accessible. This strategy resonates with the target audience, allowing them to feel comfortable and confident about using Apple products.

The company understands that conveying information clearly and using a familiar language are essential elements to create a meaningful connection with its audience (Medeiros, 2020).

With the creation of a community, Apple understands the importance of creating a loyal customer base, who not only buy its products, but also become true brand advocates. These satisfied customers share their positive experiences with others, generating a ripple effect that strengthens Apple's reputation and attracts new consumers (Medeiros, 2020).

These enthusiastic fans, who often go so far as to camp out in front of Apple stores during launches, may represent a relatively small portion of total consumers. However, they are responsible for a large part of the company's revenue. This underscores the importance of cultivating VIP customers, those who have confidence in the brand and a genuine connection to it (Medeiros, 2020).



Figure 3- iPhone 14 attracts queues abroad; mystery marks arrival in Brazil



Source: Techtudo, 2022.

It is crucial to dedicate efforts to retain these valuable people by offering exclusive benefits such as discounts, promotional kits and gifts. These actions are aimed at ensuring that these VIP customers remain engaged and do not abandon the brand community.

By investing in customer loyalty and offering unique benefits, a company can establish a solid, engaged community around its brand. This not only drives revenue, but also strengthens the relationship with consumers and creates a solid foundation for sustainable business growth (Medeiros, 2020).

The user experience when shopping on Apple goes far beyond a simple financial transaction. The company strives to offer a complete and engaging experience, from the moment the customer enters the store to the customization of the product. Details such as personalized service, warm lighting, and other carefully thought-out elements demonstrate Apple's commitment to creating an exceptional user experience. It is these small details that differentiate the brand and contribute to its success (Medeiros, 2020).

According to Kotler (2023 p.10) "Apple's physical stores, which are very successful, don't just sell the company's products: they create an engaging brand experience." Every detail is carefully designed by Apple to provide a unique customer experience. This even includes product packaging, which is developed with the aim of creating a significant impact on the customer's first contact with the product (Oliari, 2014).



Figure 4- How Apple packaging offers shoppers a sensory experience that strengthens the brand.



Source: Pulsar, 2020.

Apple packaging is intelligently and attractively designed, using high-quality materials and a minimalist design. Each component of the product is placed strategically, providing a pleasant tactile and visual experience for the customer. From the moment the customer unwraps the package, there is a sense of excitement and care for detail (Oliari, 2014).

In this way, Apple uses packaging as an extension of the customer experience, ensuring that the timing of product delivery is memorable and differentiated. This care for every aspect of the customer experience demonstrates Apple's commitment to exceeding expectations and creating a lasting bond with its consumers (Oliari, 2014).

To achieve success requires always being alert and prepared to face the challenges of the market. It is essential to be in a constant process of improvement, using advanced technologies and updated management and marketing strategies. These measures are fundamental to satisfy and meet the needs of consumers, in addition to reducing operating costs (Las Casas, 2007).

4 FINAL CONSIDERATIONS

Throughout this work, we conducted a study on the retail marketing actions of the Apple brand and their impacts on the market environment. The main objective was to investigate how Apple's retail marketing occurs and to understand the effects of this strategy on the market. Based on the research provided, we can affirm that we have achieved with the objective and responded to the initial problematization.

During the review, we explored the various strategies Apple has adopted in retail marketing, including creating innovative physical spaces such as Apple Stores and developing differentiated shopping experiences. We also note the relevance of integration between the *online and offline environment, highlighting the importance of Apple's digital platforms and their ability to engage consumers.*



By examining the impacts of these actions on the market environment, we identified that Apple was able to create a strong and aspirational brand image, capable of attracting and retaining its customers. Their retail marketing strategy has contributed to building a community around the brand, generating enthusiasm and loyalty among consumers. In addition, the physical presence of Apple Stores has allowed the company to have greater control over the shopping experience, providing personalized interactions and facilitating the adoption of new products and services.

Based on the theoretical frameworks set forth in this paper, we discuss some recommendations and suggestions for future research in the field of Apple retail marketing. First, it is interesting to investigate further the impact of the visual merchandising and *layout* strategies of Apple Stores on consumer perception and purchase intent. In this way, it is also relevant to analyze the role of Apple's digital platforms, such as Apple Music and the App Store, in strengthening customer relationships and generating revenue.

Another promising area of research relates to exploring how Apple has dealt with recent challenges in the retail sector, such as growing competition and changing consumer habits, especially in relation to *online shopping*. Investigating the company's strategies for adapting to these transformations and continuing to innovate in retail marketing could provide *valuable insights* for other organizations in the industry.

Finally, we emphasize the importance of comparative studies between Apple and other companies in the technology sector, in order to understand the different approaches and strategies adopted by each of them. Understanding the retail marketing practices of other leading companies can provide broader context and enrich analysis on the effectiveness of Apple's strategies.

In summary, this work allowed a comprehensive analysis of Apple's marketing and retail actions and their effects on the market environment. We conclude that Apple was able to establish a successful retail marketing strategy, which contributed to its prominent position in the market.



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