

Case study: Apple's value-based pricing segmentation strategy

This slide shows information about how Apple is using value-based pricing segmentation to target customer segments. It includes elements such as information graphics, price segmentation strategy and text.

About Apple

Apple is renowned for its value-based pricing strategy, characterized by charging premium prices for its products based on perceived value rather than production costs.



Objective

Position products as premium offerings with unique value propositions to justify higher prices and foster customer loyalty.

Strategy

Apple offered to value-based pricing as products gained recognition

Offered product features such as:

- Seamless tech ecosystem
- User-friendly interfaces
- Sleek design
- Regular updates
- Security features

Regularly released new updates for price justification

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Key Impact

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Loyal customer base generates huge demand

01

Continuous innovation results in customer loyalty

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