

CASE HISTORY – APPLE WATCH

1. **Company description:** describe Apple Co., its history, mission and values
2. **Target market:** who are Apple's customers? Which segment does Apple Watch address?
3. **Competition:** who are Apple's competitors? Which other companies are selling smart watches?
4. **Existing products:** what are Apple's existing products?
5. **Existing Services:** what are Apple's existing services?
6. **Apple Watch:** start-up strategy: why should Apple start offering smart watches? How this new product will complete the existing offering?

QUESTIONS

1. **Who needs a Business Plan?**
 - a. Start-up businesses
 - b. Existing businesses
 - c. Both start-up and existing businesses may need a business plan
2. **Which general strategy do you think Apple is following?**
 - a. Cost leadership
 - b. Differentiation
 - c. Focus on a niche market
3. **The first question a business idea should answer is...**
 - a. What fundamental customer need is the business addressing?
 - b. How will we recruit our employees?
 - c. How much revenue are we going to make?
4. **What are investors mainly interested in?**
 - a. The size of the company
 - b. The return on their investment
 - c. CEO's previous working experience
5. **What time horizon should the Business plan refer to?**
 - a. A fiscal year
 - b. A quarter
 - c. Long-term (usually 3-5 years)
6. **What is an elevator pitch?**
 - a. A financial document which is included in a business plan
 - b. A brief speech that you use to spark interest in what your organization does.
 - c. An agreement between a start-up business and an investor