

APPLE EXPERIENCE

UNIVERSITY OF KANSAS

MEET OUR TEAM



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IN-PERSON RETAIL SHOPPING

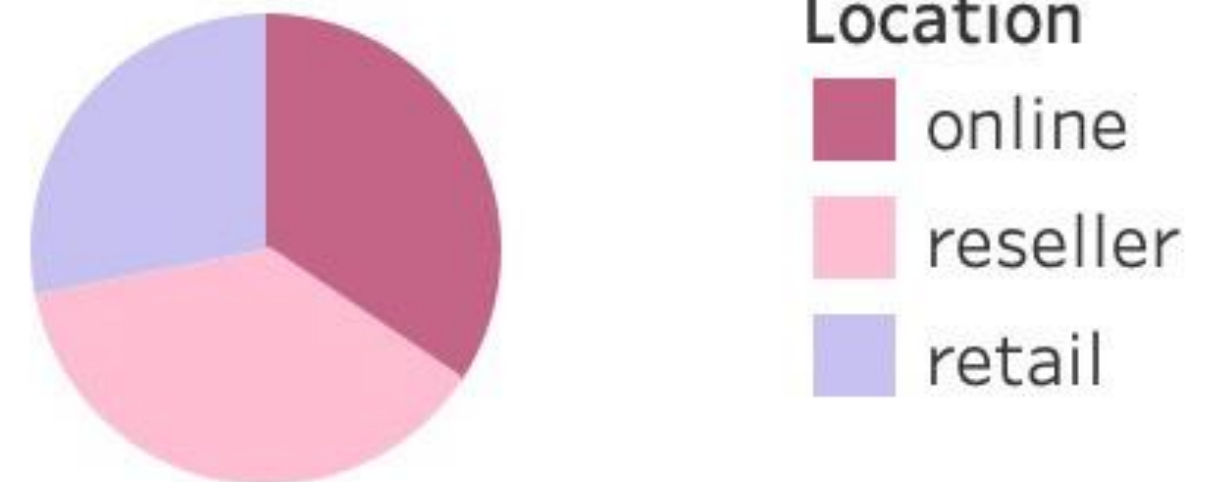
CURRENT TREND

By 2024, 72% of U.S. retail sales will occur in-store

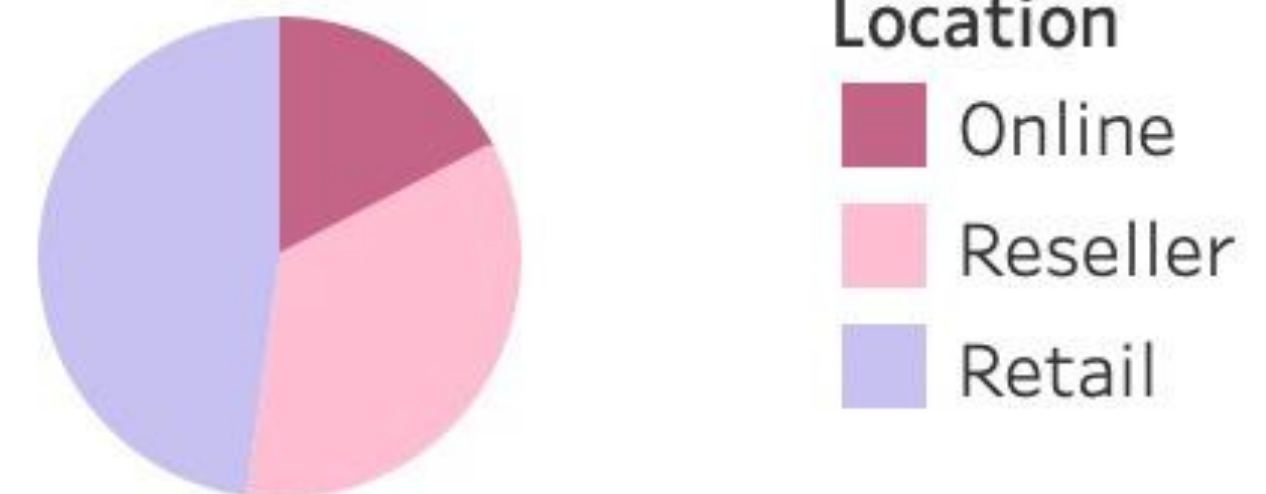
Why?

- Hands on experiences
- Want the product today
- Need for in-person interaction

% Sales Y1 By Location



% Sales Y2 By Location



OUR FOCUS



IMPROVE END USER EXPERIENCE

Leveraging the current trend of in-store shopping to enhance the end users experience, which ultimately increases Apple's profits, while keeping Apple's core values in mind.



Pop-Up Trucks



Expand our reach

Alleviate overcrowded stores

Serves diverse market


Promotes sustainability


 **iTruck**





APP UPGRADES


For You
Employee Review



experience *productive*
rating *5/5*
book appointment







certified+


experience *beneficial*
rating *3/5*
comments & questions


certified


experience *no change*
rating *2/5*
how can we improve?


certified

 Shop  Sessions  For You  Search  Bag

Improves customer service

Increases satisfaction score

Data-driven feedback



APP UPGRADES

WHAT'S IN STOCK?

IN STOCK
IN-STORE PICKUP
* MAKE AN APPOINTMENT*

JUST A FEW LEFT
CLAIM YOURS NOW

OUT OF STOCK
BE THE FIRST TO KNOW
TRACK ORDER

AUSTIN, TEXAS

What's Happening Now

Process confusion:
Why, Where, When, and How?

Need For Improvement

Transparent communication
through customer involvement

Benefits

Improved forecast for JIT
to meet customer needs

WHAT'S IN STOCK?

ESTIMATED DELIVERY TIME
APRIL 16TH

TRACKING NUMBER #PINKLADY

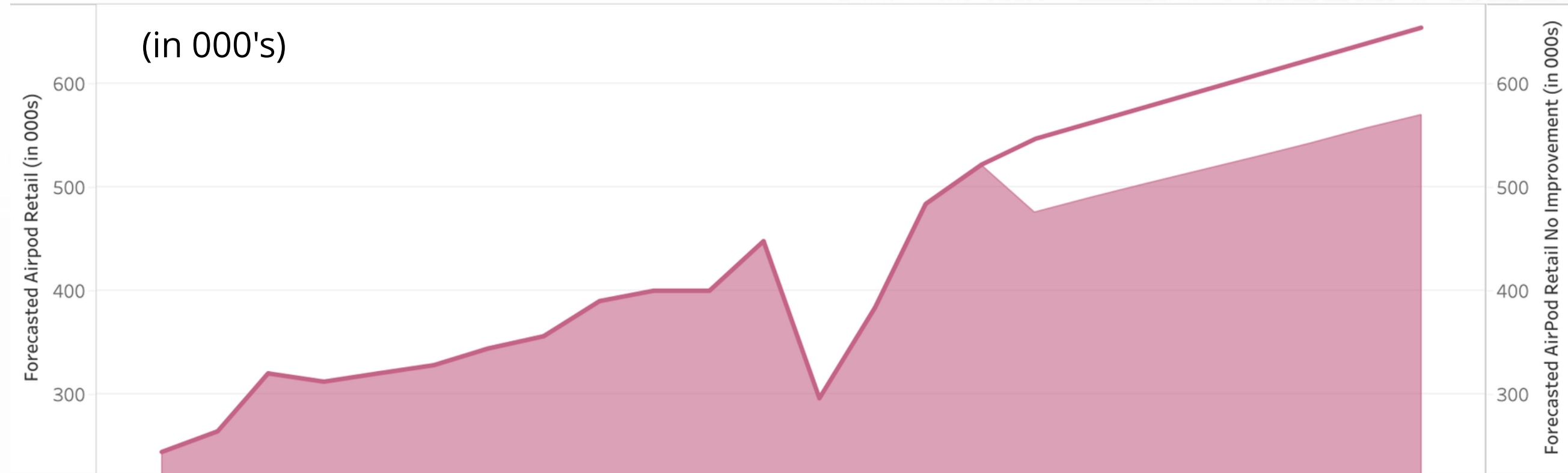
AUSTIN, TEXAS



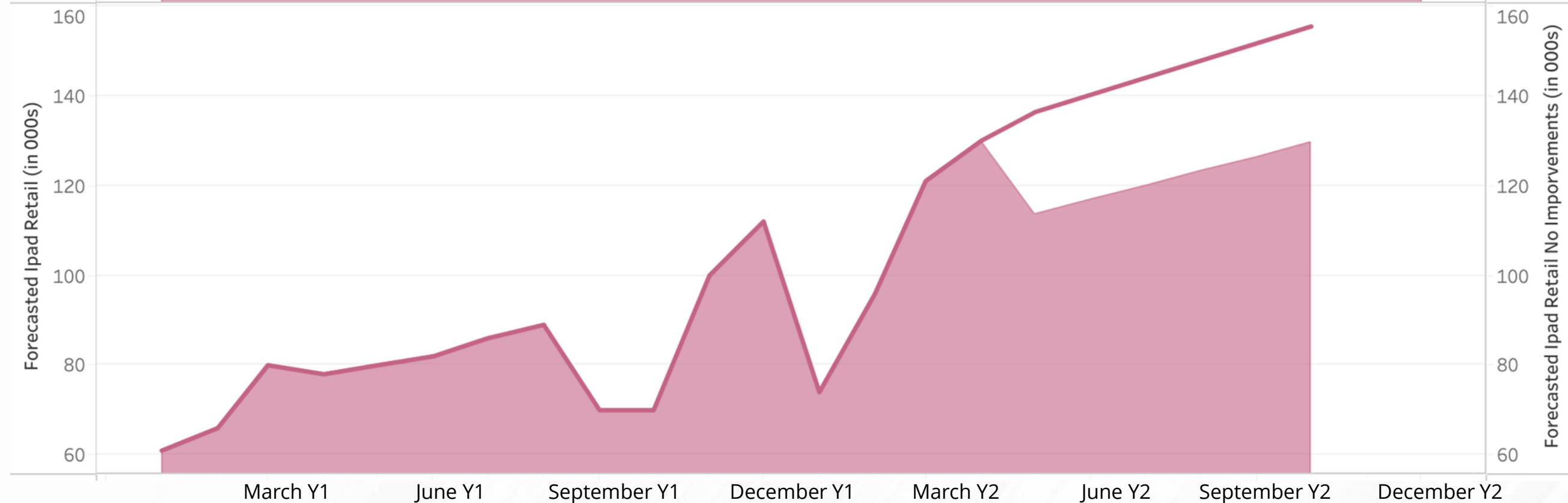
SALES FORECAST

comparing sales by device with vs without improvements

AirPods



iPads



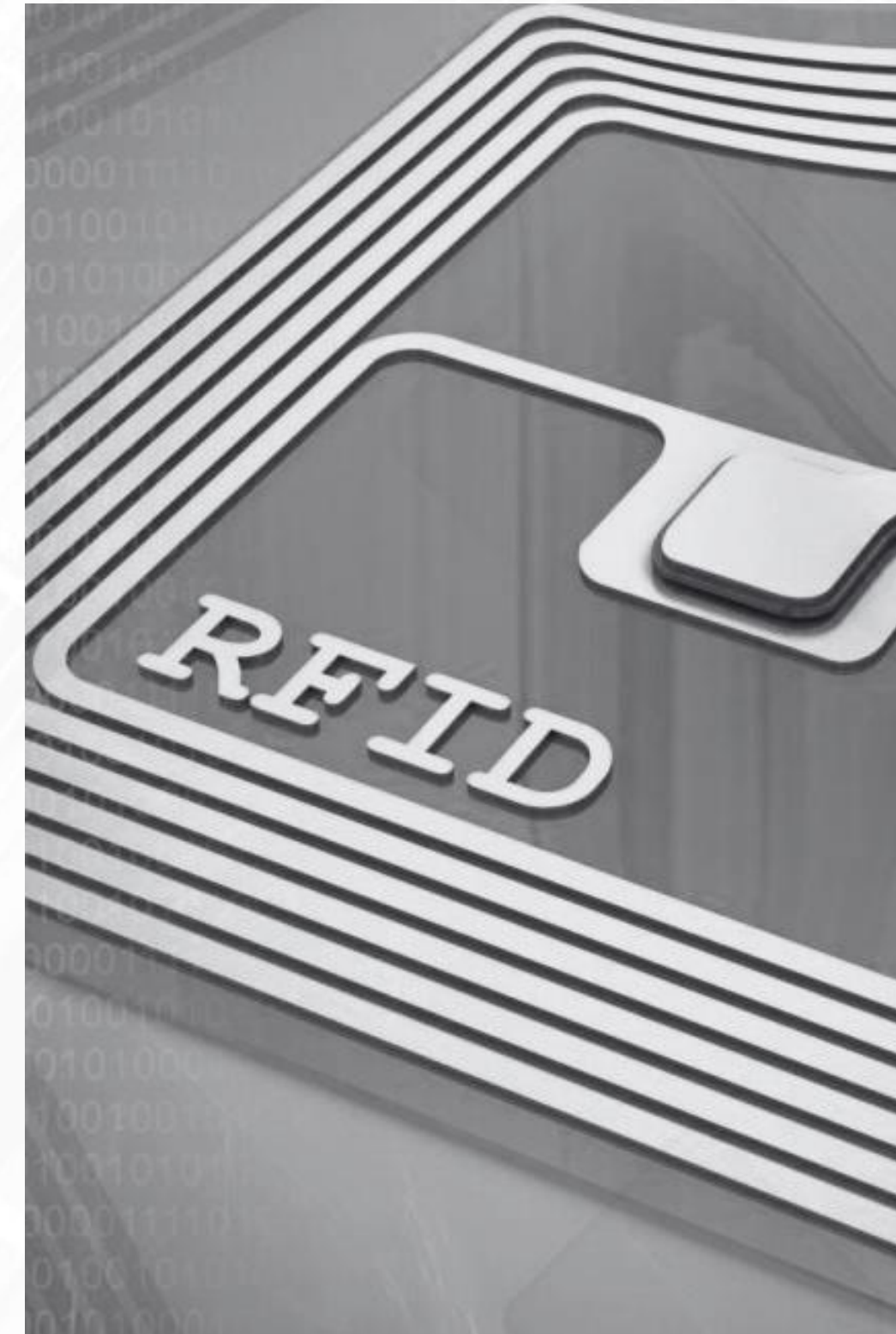
RFID TECHNOLOGY

KEY BENEFITS

Less overstock & stockout periods

Identify bottlenecks & optimize operations

Reduce labor & carrying costs and minimize misplacements



CROSS-DOCKING

**Minimize product
handling**

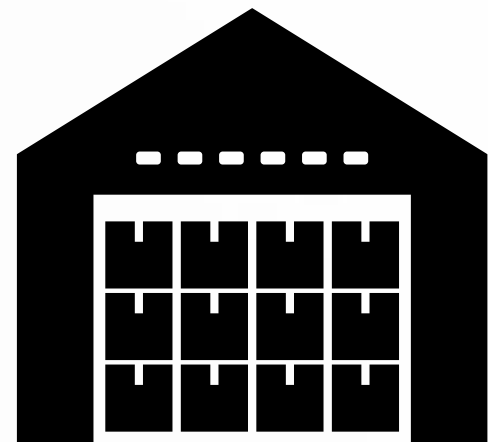
**Decreases needed
warehouse storage space**

**Reduce processing
time**

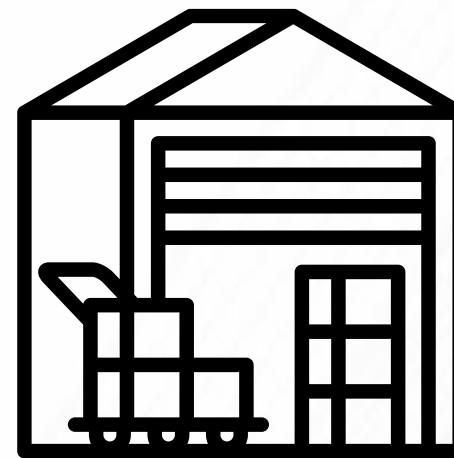
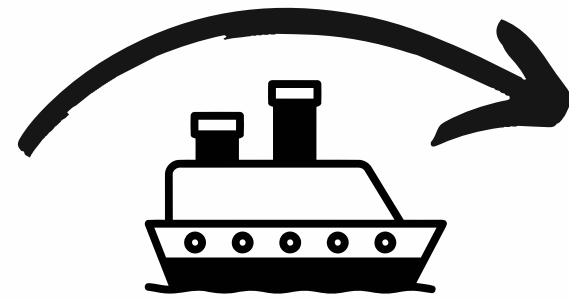
**Reduces processing times so supply
can meet the in-store demand**



DISTRIBUTION PLAN



Manufacturers



Distribution Centers



Retail stores

Ocean

Avg Transit Time: 30 days
Units: 29k-30k/day
Emissions: 0.24kg CO2 equiv./unit

Air

Avg Transit Time: 7 days
Units: 18k-20k/day
Emissions: 10.47kg CO2 equiv./unit

Roads

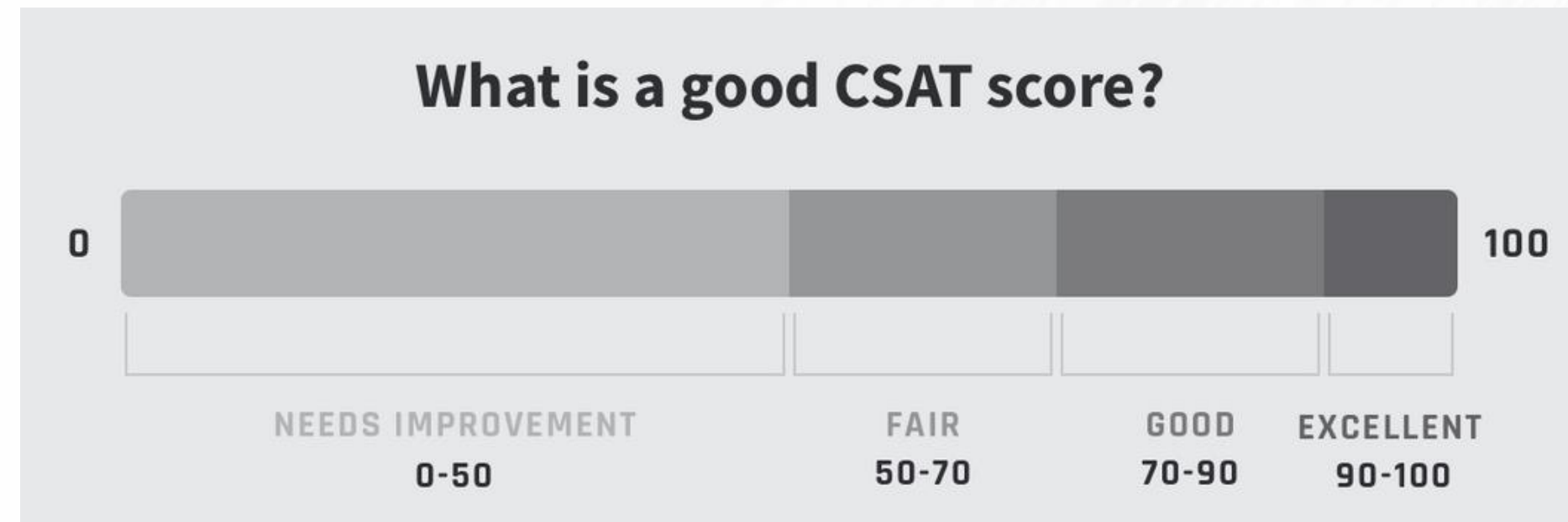
Avg Transit Time: 1-5 days
Units: 10k-14k/day
Emissions: 2.4 kg CO2 equiv./unit

Efficiently allocate unit distribution to meet consumer needs and reduce carbon emissions



CUSTOMER SERVICE KPI's

Customer Satisfaction Score



CSAT (current)

75



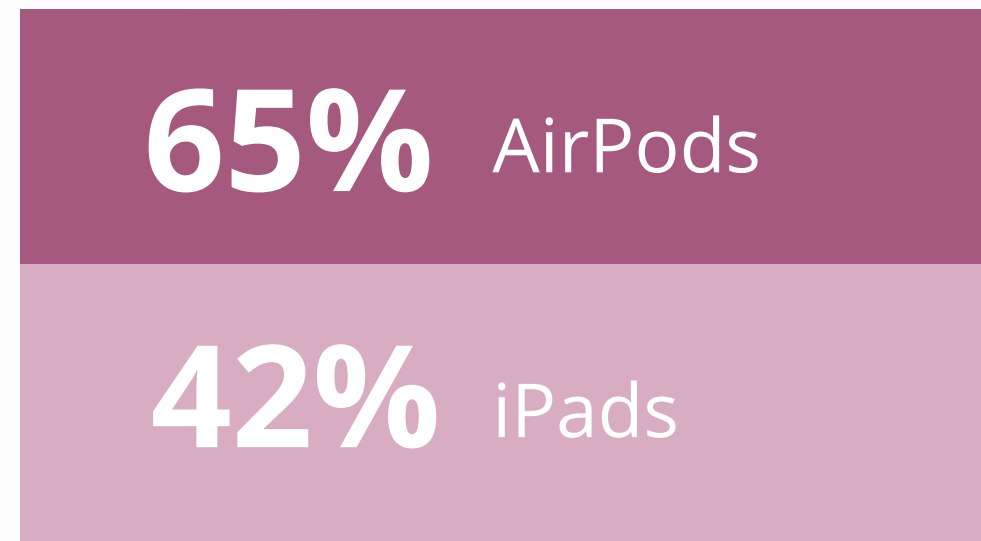
CSAT (3 months)

85



MARKETING KPI's

ROI Trajectory (3 months)



Traffic and Leads

- Wi-Fi triangulation, bluetooth beacons, video monitoring

| ROI (Airpods/3 months) | Amount |
|------------------------------|---------------|
| 3 month forecasted Sales | 102707 |
| Cost of Airpods | \$ 169 |
| Net profit from marketing | \$ 17,357,512 |
| Marketing Fixed Expenses | |
| Truck | \$ 50,000 |
| Truck Design | \$ 40,000 |
| Maintainence | \$ 20,000 |
| Fuel | \$ 5,000 |
| Number of trucks | 120 |
| Cost of Trucks | \$ 13,800,000 |
| Training and development | \$ 15,000 |
| Wages | \$ 20,000 |
| Number of Employees | \$ 360 |
| Employee Costs | \$ 12,600,000 |
| R&D of App | \$ 200,000 |
| Total cost of Marketing Plan | \$ 26,600,000 |
| ROI | 65% |

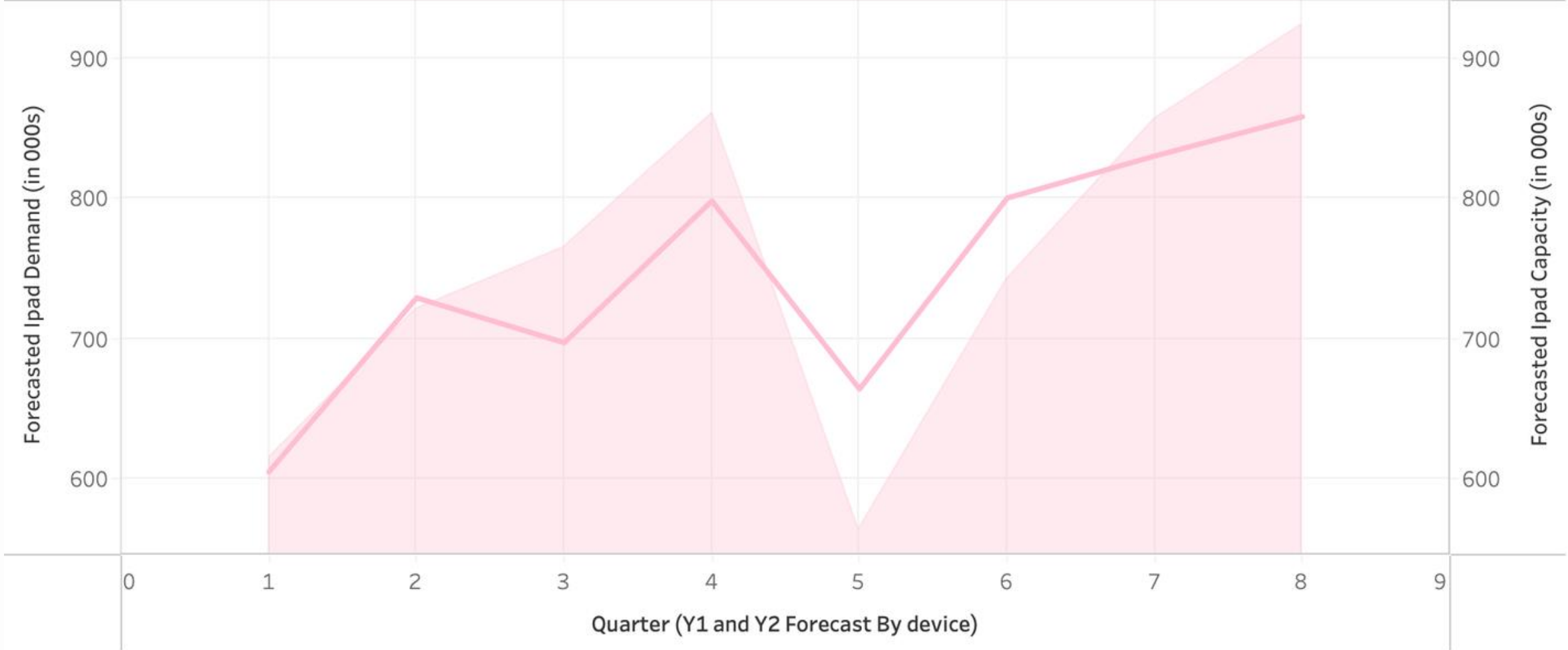


SUPPLY AND DEMAND FORECAST

AirPods



iPads



BUSINESS CONTINUITY PLAN

Constant improvement

Analyze

- \$26.6 million investment

Recovery Strategies

- iDeliver
- iLearn





QUESTIONS?

Thank you for your time!

