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Walmart and Apple

Some problems arise when we differentiate our products or services on the basis of prices. One of the problems that can arise is the product innovation that can add features or value to the product or service. We can command higher prices of the product or can defend the pricing from being Walmart-ized. Packaging can also be another problem for products and services when comparing the prices of items. The problems can also arise in pursuing the new market niches in to the unsophisticated areas of the world (Rankel). We can also have problems in figuring out what we can guarantee. The quality of the products is mostly compromised while comparing the products or services on the basis of prices. Therefore, we may not be able to guarantee about the quality of products.

Online sales channels are adopted by Apple in order to sell its products especially Keynotes. Apple has earned numerous profits with this strategy. This strategy makes the products available to many consumers and customers. Amazon.com should also adopted similar strategy in order to make its products or services easily available. Choosing the sales channels helps in reaching the target consumers easily. Through its sales channels, Apple sells its products and generates tremendous revenues. Online retailing may add several channels for Amazon.com. Some of the consumers do not want to do online shopping; they still so research by looking at the

product specifications, design and comparing the prices. In order to make its products and services easily available and to have tough competition, Amazon.com should adopt online channels. This will ultimately boost its sales and revenues. Therefore, we can say that Amazon should also adopt similar strategy.

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