

Apple Inc.'s Consumer Behavior Report

Author's Name

Professor's Name

Institutional Affiliation

Due Date

Assignment Outline

I . Introduction(1paragraph)

- A. Company profile

II . Body Section One(12paragraphs)

- A. Situation analysis
- B. Selected target market profile
- C. Target market decision making process
- D. Personal and social influences on purchasing behavior
- E. Psychological influences on buying behavior

III. Body Section Two(1paragraph)

- A. Recommended marketing strategy