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## Apple's iPhone in China: Can Apple Cash in on the World's Biggest Mobile Market?

### STRUCTURED ASSIGNMENT (SA)

SA has a set of logically sequenced questions based on a specific case study. These questions are meant to enhance the logical and analytical skills of the students. Students are advised to attempt a SA only after they have acquired a reasonable conceptual understanding as indicated below.

### PREREQUISITE CONCEPTUAL UNDERSTANDING

- (a) To understand the effects of 2008 telecom industry's restructuring on Chinese telecom enterprises – Gove Jonathan and Lau Arnold, "China's New Telecommunications Landscape: Who Will Win?", [http://www.oliverwyman.com/ow/pdf\\_files/OW\\_EN\\_CMT\\_2008\\_ChinaTelecom.pdf](http://www.oliverwyman.com/ow/pdf_files/OW_EN_CMT_2008_ChinaTelecom.pdf), 2008
- (b) To understand how late movers can create an advantage over incumbents – Gurumurthy Kalyanaram and Ragu Gurumurthy, "Market Entry Strategies: Pioneers Versus Late Arrivals", <http://www.wright.edu/~tdung/entry.pdf>, 1998
- (c) To have an understanding of Chinese consumer behaviour – McEwen William, et al., "Understanding the Chinese Consumer", <http://hbswk.hbs.edu/archive/5306.html>, April 24<sup>th</sup> 2006

### Structure of the Structured Assignment

Section	Title of the Section	Number of Questions
I	Nature and Competitive Landscape of Chinese Mobile Industry	2
II	Critical Success Factors in Chinese Mobile Market	4
III	Apple iPhone's Foray into China: Opportunities and Challenges	4

This structured assignment was written by Naga Sandhya Ramadugu under the guidance of Syed Abdul Samad, IBSCDC. It was prepared to accompany the case 'Apple's iPhone in China: Can Apple Cash in on the World's Biggest Mobile Market? '.

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### INSTRUCTIONS TO THE STUDENTS

This assignment should accompany the case on *Apple's iPhone in China: Can Apple Cash in on the World's Biggest Mobile Market?* developed by IBSCDC.

- The learning from this SA can be enriching if it is attempted after having a prerequisite understanding of concepts outlined in the previous page
- Start working on this assignment after carefully going through the case and grasping the significant aspects of the case, including the 'central dilemma'
- Refer to the case as often as needed, when you are working on this assignment. This is an "open book" assignment
- Write your answers in as much detail as possible. Do not write cryptic or too brief answers in telegraphic language
- Attempt to answer all questions in all sections
- For a few questions, there may neither be 'one' answer nor a 'correct' answer. Therefore, give your analysis and logic wherever required. Develop your answers in an integrated manner drawing from your complete understanding of the case
- Use extra sheets, if necessary
- The time limit for completing the assignment and the weightages assigned to each section in this SA for the purpose of grading will be announced by the instructor.

#### For Use by the Student

Name of the Student :  
 Enrolment Number :  
 Programme :  
 Course :  
 Name of the Instructor :  
 To be Submitted on :  
 Signature of the Student :  
 Date :

#### For Use by the Instructor

Grade Awarded/Marks Awarded :  
 Remarks :  
 Signature :  
 Date :



















