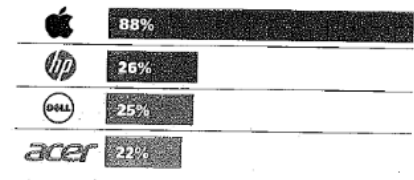


A factor which has helped Apple in their preparation for the growing use of e-business is the massive customer base they have. In 2011, Apple sold 70 million iPhones alone to its huge customer base. As Apple release new products every six months and as new innovations are created, the amount of customers Apple has increase even further.

Apple tries to stay at least two years ahead of its competitors so customers always get the newest technology as a result of being a customer of Apple. Customers want to have the highest tech technology and they get just that with Apple. Apple has been expanding since it was founded in 1976 and has now got an estimated 750 million customers worldwide. Some people question why Apple has so many customers. Some of these reasons include;

- Apple are extremely loyal to their customers
- The Apple website is easy to use and is professional
- Apple staff are helpful both online and in-store
- Customer service helpline is always available
- Free delivery on products
- Apple offer product replacement if a product meets the product replacement requirements

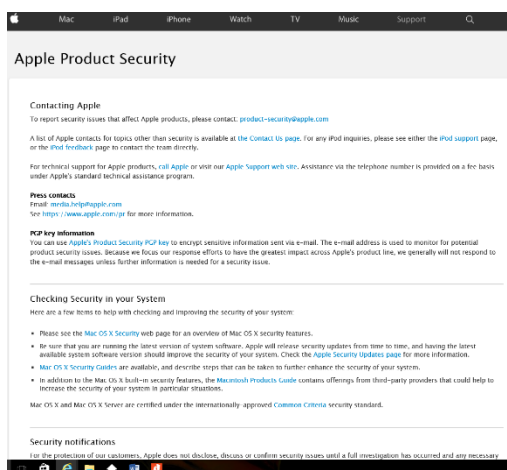
PEOPLE WHO BOUGHT THEIR NEXT LAPTOP FROM THE SAME BRAND



Apple have helpful, caring staff and this is another reason which contributes to the success of Apples growth online. The company respects and appreciates its customers and the customer feels valued. This is why lots of people stay with Apple after they buy their first product from the company. As customers stay with Apple, they can be encouraged to buy other products through link-selling and Apple use this to their advantage which helps them grow their number of sales as well as their use of e-business.

Apple have stated they have 200 million credit cards registered on iTunes. This goes to show the amount of customers they have registered on this app alone. Customers trust Apple as a company which will keep their details private as well as secure and this leads to security, something customers want in any company they purchase from.

3.6 Security



In order for Apple to even have a chance to grow using e-business, they must have a secure website; one which customers feel safe using and purchasing from. Apple have a security page on their website which reassures its customers that they are a reputable company which is secure and safe to exchange information with.

“For the protection of our customers, Apple does not disclose, discuss or confirm security issues until a full investigation has occurred and any necessary