**BUSINESS STRATEGY AND DECISION-MAKING**

**Learning outcome 3: Activity 7**

**Approaches to strategy – Apple portfolio management**

In small groups:

Read the case study at <http://spicecatalyst.com/apples-product-portfolio-management/> (source David Fradin 6 September 2016) and answer the questions that follow.

By way of a follow-up, watch the ‘Don’t Blink’ clip for the event

<https://www.apple.com/uk/apple-events/september-2016/>

TASKS

In small groups/pairs

1. Plot and discuss Apple products/portfolio into SDPM and ADL matrices.
2. Do you agree?

*Discuss your findings and Apple’s approach.*