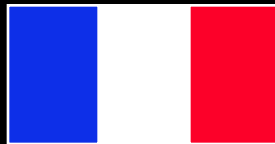




1990 Worldwide Developers Conference

Apple France





Philippe Haustête

Market Development Manager



The French Way...

*or how to make one third
of your European sales,
as Apple does...*

The French Market for Apple

- More than 10 000 Macs per month
- 1 LaserWriter per 3 Macs
- A 15% Market Share
- A 45% revenue growth
- Half a billion \$ sales

The French Market for Apple

- An installed base reaching 500,000 Macs
- A revenue with
 - 65% from S & MB
 - 20% from LB & Gov.
 - 15% from Educ.

Apple France's Organization

- 340 people
- 350 resellers
(Apple Centers, Corporate Resellers,
Business Resellers, VARs)
- 7 sales offices

Apple France's Organization

- No direct sales
- 3 departments to work with
 - Marketing (60 people) > business issues
 - Sales & training (90 people)
 - Technical services & support (50 people)
 - > technical help for developers

The 7 Golden Principles

- Know *when & how* you establish your subsidiary

The 7 Golden Principles

- Know *when & how* you establish your subsidiary
- Choose your distributor according to that

The 7 Golden Principles

- Know *when & how* you establish your subsidiary
- Choose your distributor according to that
- Give him exclusiveness – and objectives!!

The 7 Golden Principles

- Know *when & how* you establish your subsidiary
- Choose your distributor according to that
- Give him exclusiveness – and objectives!!
- Prohibit direct sales

The 7 Golden Principles

- Know *when & how* you establish your subsidiary
- Choose your distributor according to that
- Give him exclusiveness – and objectives!!
- Prohibit direct sales
- Ban wholesalers and boxmovers

The 7 Golden Principles

- Know *when & how* you establish your subsidiary
- Choose your distributor according to that
- Give him exclusiveness – and objectives!!
- Prohibit direct sales
- Ban wholesalers and boxmovers
- Avoid any consultant: Apple is *free* !

The 7 Golden Principles

- Know *when & how* you establish your subsidiary
- Choose your distributor according to that
- Give him exclusiveness – and objectives!!
- Prohibit direct sales
- Ban wholesalers and boxmovers
- Avoid any consultant: Apple is *free* !
- Check your partner's means...

Your Partner's Means

4 Key Dedicated Teams

**Product
Management**

Your Partner's Means

4 Key Dedicated Teams

**Product
Management**

Training

Your Partner's Means

4 Key Dedicated Teams

**Product
Management**

Training

**Technical
Support**

Your Partner's Means

4 Key Dedicated Teams

**Product
Management**

Training

**Technical
Support**

Sales

They are Already Present...

- MicroSoft France (100 people)
- Aldus France (30 people)
- Claris France (20 people)
- A.C.I. (20 people)
- *and soon...*

Our Marketing :

Vision

Our Marketing :

Vision

Products

Our Marketing :

Vision

Products

Usages and Applications

Our Marketing :

Vision

Products

Usages and Applications

Customers

Applications Marketing

Market

Concept

Applications Marketing

Market

Concept

Offer

Applications Marketing

Market

Concept

Offer

Positioning

Applications Marketing

Market

Concept

Offer

Positioning

Demand Creation

Applications Marketing

Network

Identification

Applications Marketing

Network

Identification

Training

Applications Marketing

Network

Identification

Training

Support

Applications Marketing

Network

Identification

Training

Support

Consulting

Applications Marketing

Market

Concept

Offer

Positioning

Demand Creation

Network

Identification

Training

Support

Consulting

Applications

Written Communication

Applications

Written Communication

Oral & Audio-Visual Com.

Applications

Written Communication

Oral & Audio-Visual Com.

Database Management

Applications

Written Communication

Oral & Audio-Visual Com.

Database Management

Basic Pers. Productivity

Applications

Written Communication

Oral & Audio-Visual Com.

Database Management

Basic Pers. Productivity

Accounting & Fin. Manag.

Applications

Written Communication

Design & Modelling

Oral & Audio-Visual Com.

Database Management

Basic Pers. Productivity

Accounting & Fin. Manag.

Applications

Written Communication

Design & Modelling

Oral & Audio-Visual Com.

Science & Research

Database Management

Basic Pers. Productivity

Accounting & Fin. Manag.

Applications

Written Communication

Design & Modelling

Oral & Audio-Visual Com.

Science & Research

Database Management

Learning & Training

Basic Pers. Productivity

Accounting & Fin. Manag.

Applications

Written Communication

Design & Modelling

Oral & Audio-Visual Com.

Science & Research

Database Management

Learning & Training

Basic Pers. Productivity

Programming & Develop.

Accounting & Fin. Manag.

Applications

Written Communication

Design & Modelling

Oral & Audio-Visual Com.

Science & Research

Database Management

Learning & Training

Basic Pers. Productivity

Programming & Develop.

Accounting & Fin. Manag.

Entertainment

6 Focus Groups

Small Business Companies / Liberal Professions

Medium Business Companies

Privately Held Large Companies

Governments & Publicly Held Companies

Education

Home Consumer Market

Customers Marketing

**Information
& Files**

**Partnership
Programs**

**Sales
Support**

Marcom

Europe is different !

- No big reseller chain
- No real wholesaler
- No mail order
- No software shops
- No direct sales

Yet, we have co-marketing

- You invest \$1
- Apple invests \$9
- The result is : $1 + 9 = 20$!
- So be sure we may work with your distributor on a very qualitative approach basis ...
- And let us help you make the best choice in terms of distribution



The power to be your best