



---

# 1990 Worldwide Developers Conference

---



---

# Marketing for Success in Europe

Marketing in Germany

---



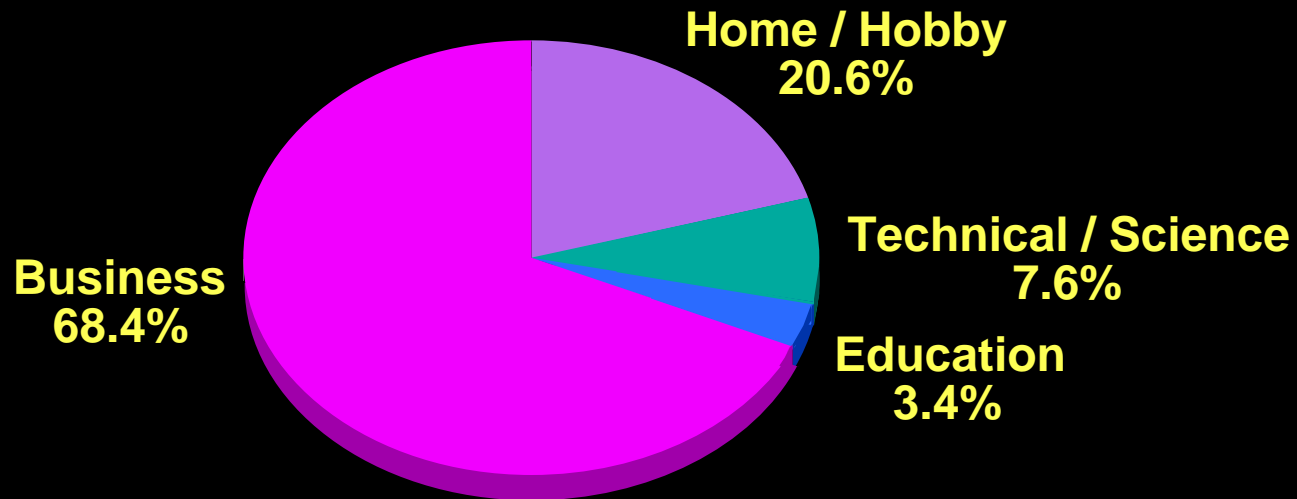
---

**Michael Rathmann**

Apple Germany  
Manager Developer Services

---

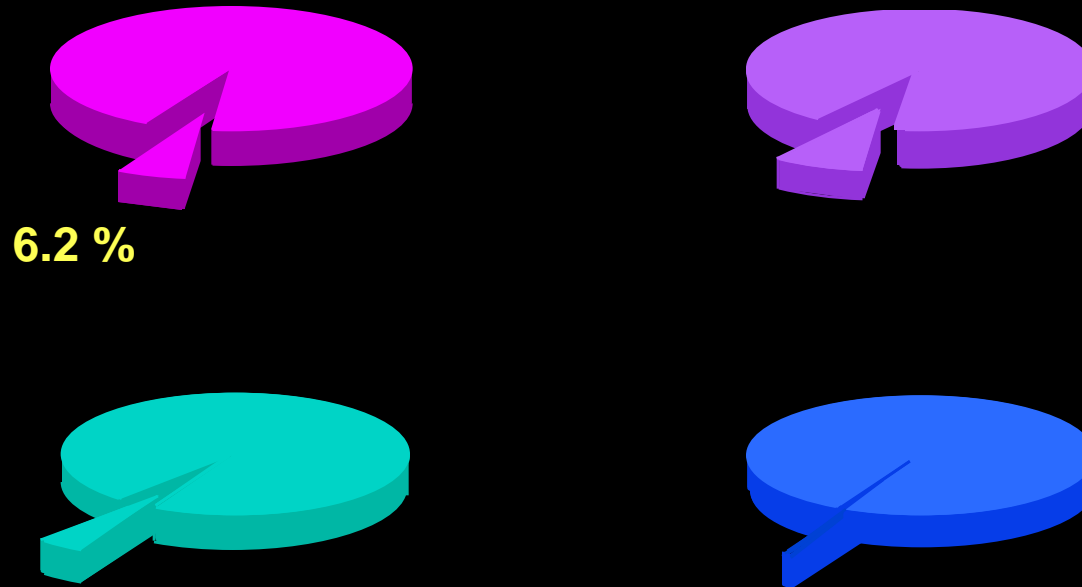
# The German PC Market 1988



The Target Groups in Germany

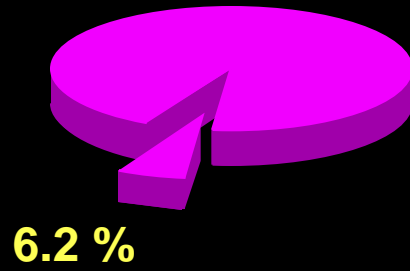
# The Target Groups and Apple's Market Share

**Business**

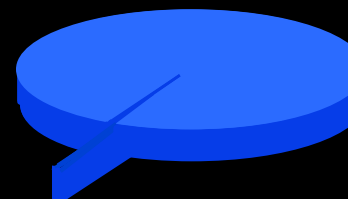
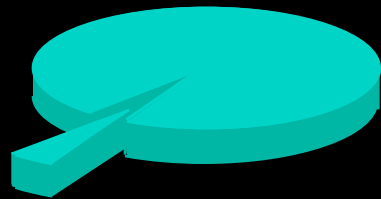
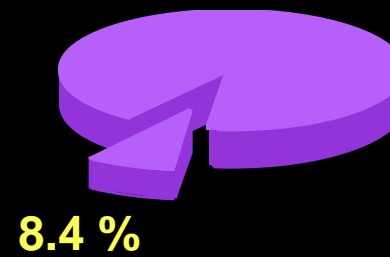


# The Target Groups and Apple's Market Share

**Business**

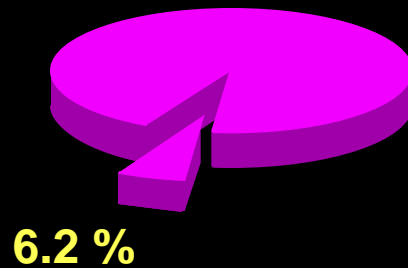


**Technical / Science**

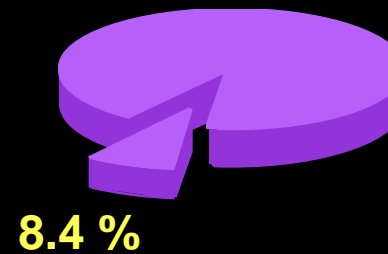


# The Target Groups and Apple's Market Share

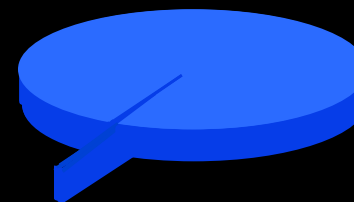
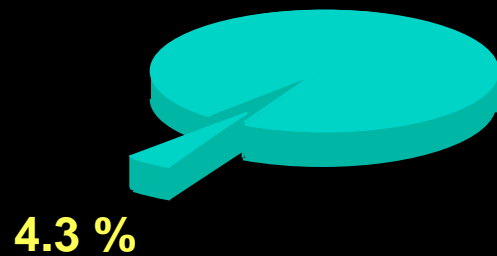
**Business**



**Technical / Science**

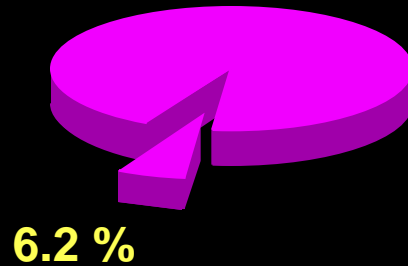


**Education**

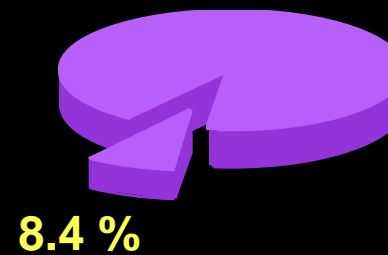


# The Target Groups and Apple's Market Share

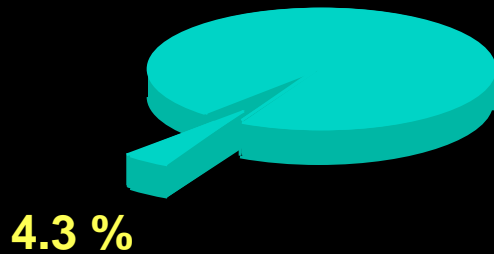
**Business**



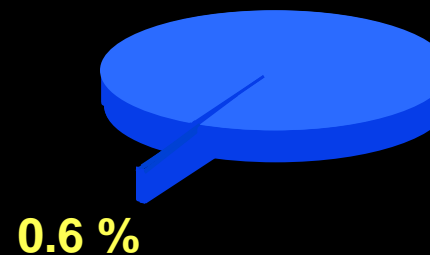
**Technical / Science**



**Education**



**Home / Hobby**





# Apple's Key Markets

---

- Generally
  - For every need the right solution
- Especially
  - Large accounts
  - Small and medium business
  - Education

# Our Direction to Go Into the Key Markets

---

- Being more aggressive and always visible in the market
- Qualifying the dealer channel
- Improving the connectivity

# The Key Third Party Opportunities

- Multimedia
- Desktop Publishing
- Desktop Presentation
- Desktop Engineering
- Office Automation

# The Special Nature of the German Market

---

- The majority of German companies is IBM-minded
- The German market needs added values
  - Service and support
  - Localization
  - Trainings
- **Germany needs qualified distributors**

# Distribution in Germany

Our Goal: A clean channel

# Distribution in Germany

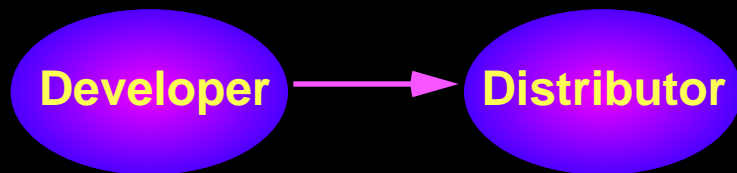
Our Goal: A clean channel



Developer

# Distribution in Germany

Our Goal: A clean channel



# Distribution in Germany

Our Goal: A clean channel

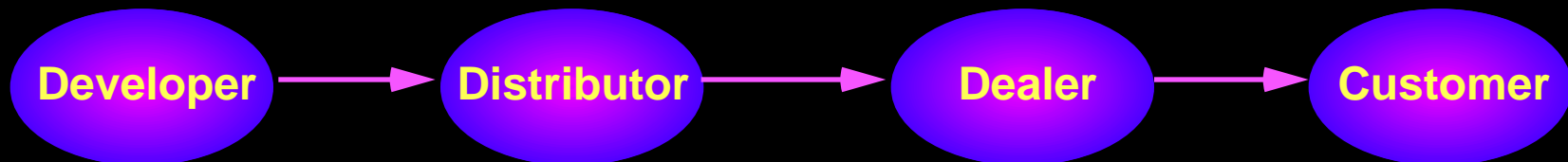




# Distribution in Germany

Our Goal:

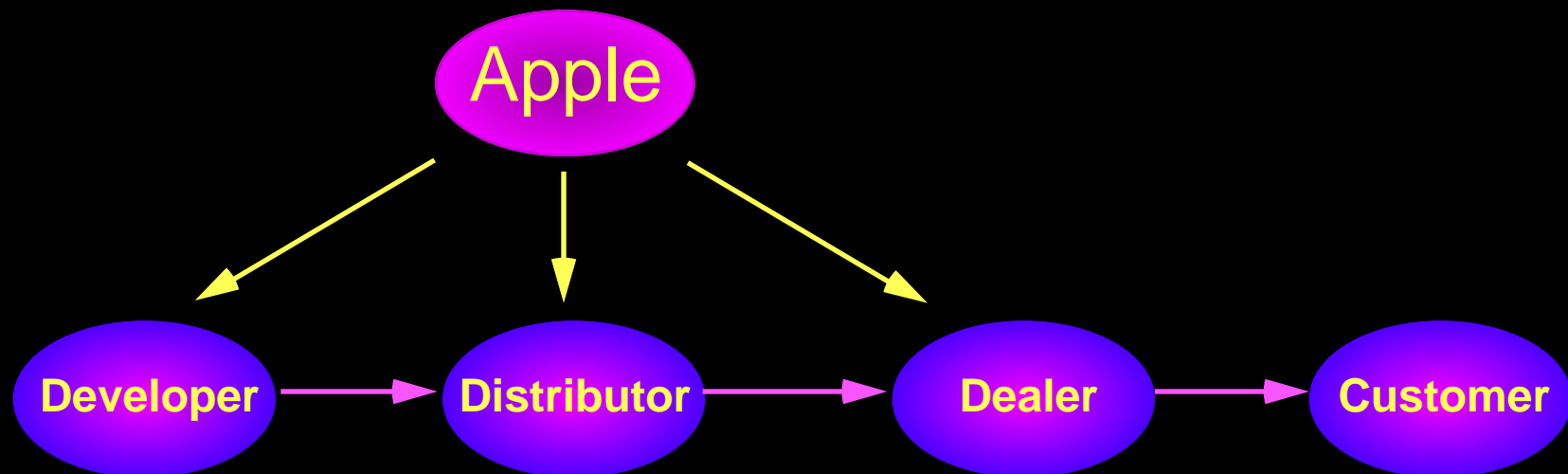
A clean channel



# Distribution in Germany

Our Goal:

A clean channel



# How to Start Selling in the German Market

---

- First contact Apple Germany,  
Third Party Marketing
- And send us
  - A company profile
  - A description of your product
  - Perhaps an evaluation copy

# How to Start Selling ...

---

- Then we can
  - **Discuss** the target market
  - **Look** for the right distributor
  - **Prepare** meetings with Apple employees
  - **Provide** connections to German magazines
- It all starts with you



The power to be your best