



1990 Worldwide Developers Conference



Jan Jivmark

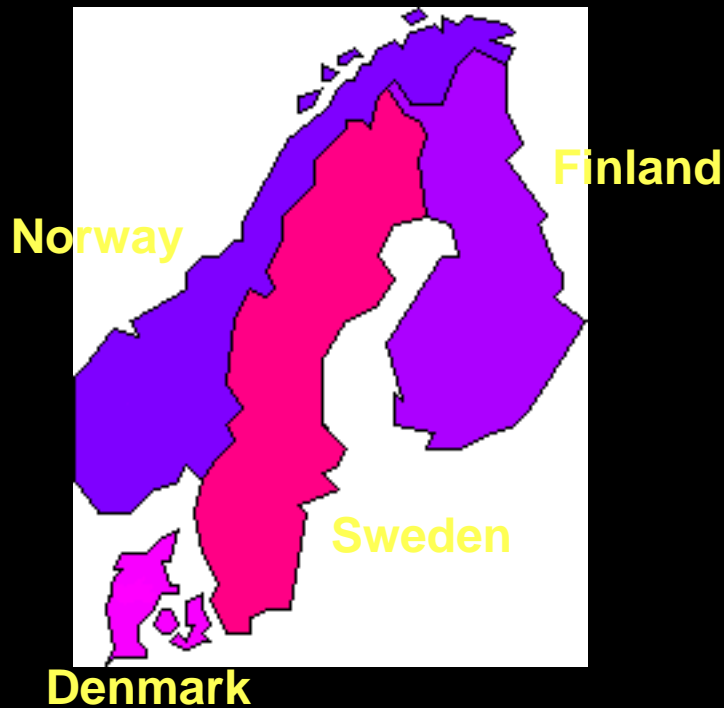
Apple Computer Sweden
3rd Party Manager



Marketing for Success in Europe

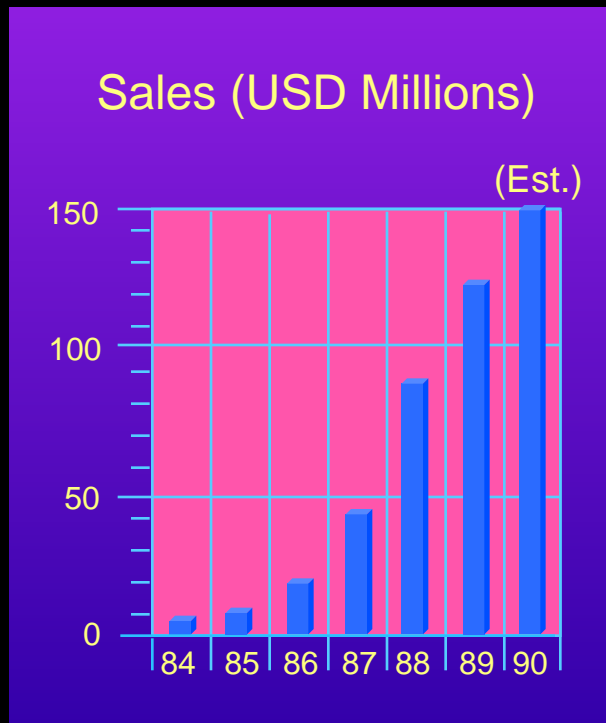
Apple Computer Sweden

The Country



- 1/3 of Scandinavia
- Not a member of EC
- Language, Swedish
- Currency, Swedish Krona, SEK
- Swedish Characters, åäö, ÅÄÖ
- Famous Swede, Björn Borg

The Company

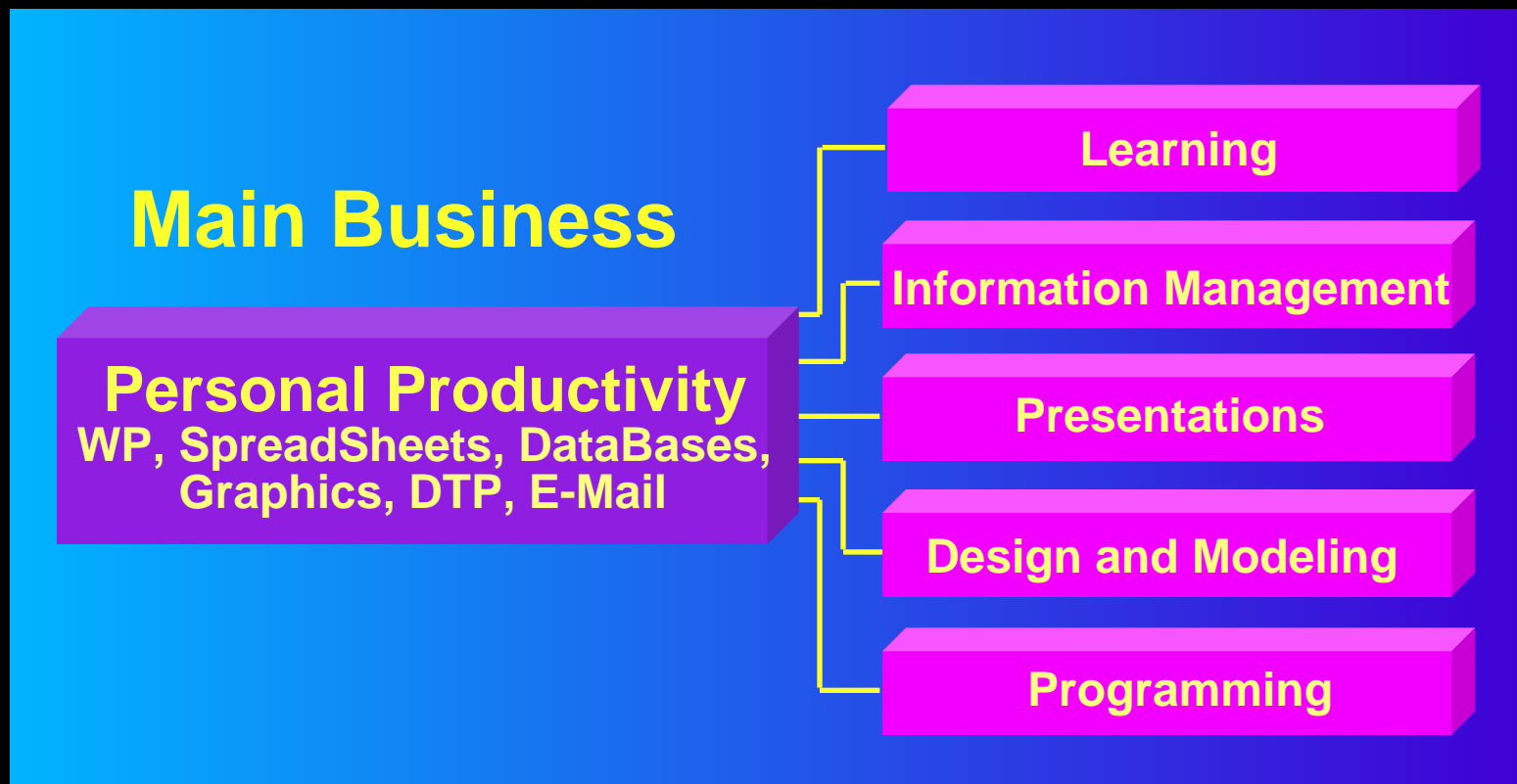


- 1984
 - Apple Computer Sweden
- 1989
 - 118 M US\$
 - 85 Employees

The Market

- Usage Areas
 - Main Business
 - Vertical, Customized

The Market (*cont.*)



The Market (*cont.*)

- More than 200,000 Personal Computers sold 1989
- 700,000 Personal Computers sold 1990-1992
- Apple Computer, the second biggest supplier of PCs
- Scandinavia, second biggest Applemarket after France
- Sweden, third biggest market after France and UK

What is a Distributor

- Localization
- Support to Dealers/End users, Training
- Marketing Communication
- Sales Promotion Material

What is a Distributor (*cont.*)

- Upgrades
- Knowledge of the local Market
- Knowledge of the Channel
- Cooperation with Apple

Cookbook for Sweden

- Read “Apple Sweden, a hot market..”
- Start talking to 3 to 5 Companies from the list
- If needed, discuss with Apple

Cookbook for Sweden (*cont.*)

- Sign an exclusive agreement for at least 12 months
- Treat your Swedish Distributor as one of you, not as a Customer
- Avoid Grey Marketing by using the right pricing policy



The Power to be your best