**RESTART: Resilience and Training for SMEs**

**Case study template**

**(Project Result 3 - Task 3.1. & Task 3.2)**

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| **Author of the case study:** | *IHF* |
| **Name of the module to which the case study is assigned:** | *Module 2:* *Innovation and exploiting opportunities* |
| **Title of the case study:** | *Apple's iPhone: A Best Practice of Innovation in Business* |
| **Description of the case study:** | *Apple's launch of the iPhone in 2007 was a game-changing moment for the mobile phone industry, setting a prime example of innovation in business. The iPhone not only introduced a new product, but also created a new market for smartphones, fundamentally altering the way people use technology. Apple's success with the iPhone can be attributed to its innovative approach to design, marketing, and technology.*  *Although the iPhone was not the initial smartphone in the market, it was the first to provide a user-friendly interface that enabled consumers to navigate and interact with the device easily. By eliminating the need for a physical keyboard and incorporating a touch screen, the iPhone became more intuitive and accessible to a wider audience. Apple's marketing strategy for the iPhone was also innovative, as it emphasized the user experience and the phone's simplicity and elegance instead of highlighting technical specifications.*  *Apple's iPhone also achieved a significant technological breakthrough by integrating multiple devices into one compact device. By combining a phone, camera, music player, and internet browser into a single device, Apple demonstrated innovation in hardware and software engineering. This integration allowed for the development of future advancements in the industry.*  *Apple's achievement with the iPhone can be credited to the customer-oriented approach to design and development. Apple centered its efforts on creating a product that would meet the needs and wants of its customers, and the company was not afraid to take risks and innovate to attain this objective. This emphasis on the customer has become a distinguishing characteristic of Apple's business innovation.*  *The iPhone from Apple is a prime example of innovation in business and has become the benchmark for the mobile phone industry. It has transformed our communication, work, and interaction with technology, and it continues to stimulate innovation and ingenuity within the industry.* |
| **Link for further information:** | *https://www.apple.com/iphone/* |
| **Target group of the case study:** | Micro, Small & Medium Enterprises (MSMEs)  Employees of MSMEs  The EU VET ecosystem  Business support organizations |
| **ESCO competencies and skills** | |
| * Transversal skills and competences * Social and emotional skills * Critical thinking * Analytical thinking * Problem-solving * Self-management * Business management * Adaptability * Resilience * Creativity * Networking * Initiative * Flexibility * Openness * Understanding complexity * Cooperation * Empathy * Innovation * Leadership      * Skills * Technological skills * Product marketing * Digital marketing * Digital skills * Communication * Cooperation * Emotional intelligence      * Knowledge * Business management * Online learning and training * Advertising * Cloud computing * Big data * E-commerce * Artificial intelligence * IoT * Digital literacy * Cybersecurity * Data mining and analysis * Sustainability * Well-being * Climate change * Social media management | |