

Apple may lose \$ 9 billion because iPhone sales in some markets are not as expected

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Specifically, the above information has been announced by the CEO of the "flawed apple" in a letter to investors today, January 3, warning about the company's earnings in the first quarter of 2019. It is expected not to reach the target set, especially due to the need to upgrade the iPhone less than the company's prediction. Smartphone users in major markets like China and developing countries do not have much need to upgrade to new iPhones, but tend to wait until September - the time when the next generation iPhone will be released. .



In the letter, Tim Cook also provided some explanations for the underlying cause of this problem, in which he specifically stressed the earlier launch time of iPhone XS and XS Max compared to iPhone X, power strong dollar, limited supply due to the number of new iPhones released by Apple in the fall, and finally and the economic weakness in general in some markets. But the core problem is simply that people don't need to buy new iPhones as much as Apple hopes.

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Apple CEO based on the escalating trade war between China and the US will further affect iPhone sales in the world's most populous market, many businesses in China are encouraging. Encourage their employees to use products from domestic manufacturers such as Huawei, Xiaomi, Oppo . Instead of iPhone. Tim Cook also pointed out that while sales of other products of the company will still have growth, maybe even up to 19%, but the fact that iPhone has long been a core product in Apple's business and if the iPhone fails to reach sales as expected, Apple's revenue will still be heavily affected.

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In an interview with CNBC, Tim Cook explained the shortage and pointed out that trade tension between the United States and China put more pressure on Apple's business strategies, and this led to The company lost a large number of customers. In addition, he also mentioned that operators are tending to reduce preferential packages with new iPhones, as well as significantly reducing component replacement prices for older iPhone models, which are also contributing factors. users have less need to change to newer machines.



Overall, according to calculations by experts and Apple itself, the revenue of the world's third-largest smartphone manufacturer may decline to \$ 9 billion in 2019. In addition, on the stock market, Apple is also facing a lot of difficulties when its stock price has continuously slumped in recent sessions.

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