

# Apple: The replacement of cheap batteries causes iPhone sales to decline

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In a letter to investors, the head of Apple, CEO Tim Cook modified the revenue target for the company's fiscal year ended in December, he did not forget to point out some reasons. making the iPhone impossible to sell 'as expensive as hot cakes' in 2018, most notably the replacement parts issues.

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

In the letter, CEO Tim Cook acknowledged that iPhone sales were not as expected as the main reason for Apple's financial loss in the past year. More specifically, Chinese people - the largest market in the world, do not buy iPhone as much as before and it is clear that everything has its cause, one of which is the escalating trade war between the US and China. National.



1. Will Apple produce 'smart clothes' in the near future?

However, the CEO also particularly emphasized a problem he considered larger, that is, the price of replacing iPhone components, including battery is declining and this is the main reason why users not eager to upgrade to new products.

Even so, saying it must be said again. Apple cannot take this reason to 'blame' consumers. Surely the fans of the Apple house have not yet forgotten what happened in December 2017. Recalling a little, by the end of 2017, Apple admitted to reducing the old iPhone performance to deal with the battery "bottle". over time, causing the device to suddenly turn off. After that, the company had a new iOS update to limit, while reducing the price of the battery replacement program from 79 USD to 29 USD. As a form of apology, this program has dramatically cut iPhone battery replacement fees, an unprecedented move in Apple history. That's not to mention the selling price of iPhone batteries from third-party manufacturers is also very good, and for users in developing countries, that's enough.



#### 1. The next iPhone you buy may be made in India

With the new battery, many people have chosen to keep their old devices and use them instead of upgrading to new devices that are too expensive, and according to Tim Cook, this is the reason why businesses iPhone numbers fell.

Thinking positively, this program has won the hearts of many iPhone users. Genuine iPhone batteries are very expensive, and Apple's willingness to reduce prices around the world suggests they are very sincere in getting the wrong and remedial consequences.

Hope Apple will have a more prosperous 2019 year.

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