

# Apple will cut production by 10% for all new iPhone models produced this year

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Earlier, the tech giant announced that it would cut its revenue forecast for the first quarter of 2019 as iPhone sales plummeted in the Chinese market.

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

And today, according to a report from Nikkei, Apple is currently planning to cut up to 10% of iPhone production in the months from January to March. In addition, the manufacturer also announced the information. above with their suppliers so that the plan can be implemented more quickly.

iPhone models included in this production cut plan include iPhone XS, XR and XS Max.



Accordingly, this is not the first time that Apple has been forced to adjust, cut iPhone output due to market fluctuations. The world's largest technology firm has also caused its investors to "stand still" when silently cutting iPhone production before reporting lower revenues for the fourth quarter of 2018.

Specifically, another reliable source said that instead of shipping 43 million units as expected earlier this year, this number would drop to 40 million units. Earlier, Apple even planned to produce 47 to 48 million iPhones for

the first quarter of 2019.



Assuming the number of 40 million iPhones will be sold out in the first quarter, it is still too modest compared to the 52.21 million iPhones Apple sold in the first quarter of 2018.

Reports also show that the iPhone XR does not sell as well as Apple said, while CEO Tim Cook flatly dismisses this information and claims that the iPhone XR is one of their best-selling products since its launch. How real damage we will have to wait for more specific statistics.

1. Although the iPhone is sluggish in the international market, Apple set a record of sales in Malaysia and Vietnam

Returning to the issue of sales cuts, Nikkei sources said the cut rate may be different depending on each of Apple's specific production and supply partners, in different areas.

Should we worry about Apple?

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1. CEO Tim Cook has 'pocketed' more than \$ 15 million in 2018 - 283 times more than the average salary of an Apple employee in a year.
2. After Apple, Samsung is also worried about sales and profits plummeting
3. Apple brings iTunes and AirPlay 2 to Samsung smart TV models
4. Improved iPhone screen of former Apple engineer makes Apple also 'crave'

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