

# Why did Apple move Mac Pro production to the US?

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After understanding the problem, Fortune magazine found three reasons for the decision to "*Americanize*" Apple's Mac Pro.



First, it is because the Mac Pro is very expensive, so Apple can still make a profit even if it costs expensive to produce in the US.

Secondly, the Mac Pro is usually very heavy, so the shipping costs are often high, to bring the '*ocean-crossing*' Asian product to the North American market.

Meanwhile, this is a market that has a strong desire to buy Mac Pro.

And thirdly, Apple often has a Mac Pro PC consumption milestone of less than 1 million per year, so the factory building project with an investment of US \$ 100 million can completely meet the production requirements for supply. granted to the North American market.

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