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Apple's iPhone  
Apple

## **iPhone Sales Go Up 200% after Price Cut**

*USD 200 less means 200 percent more in sales*

It was expected for the **iPhone** sales to go up after Apple announced the USD 200 price cut for this device. A survey has reached the conclusion that the company almost tripled its sales, registering an increase of 200 percent over past results. Piper Jaffray's Gene Munster made a 50-hour survey of Apple stores in order to bring the most correct estimation of **iPhone** sales up to this point. The researcher combined his data with Apple's report that revealed one million iPhones sold just a few days ago. This showed the efficiency of the 33 percent price cut that the company decided to bring in order to push its sales at a faster pace. Apple and AT&T managed to sell together an average of 9,000 iPhones per day before the price was reduced with USD 200. This drove their quarterly sales enough to reach almost 600,000 devices by the 5th of September, when the **price cut** was announced. 270,000 more iPhones add to this number. As a result, this leaves about 27,000 handsets to have been sold every day, until the 9th of September. This would have brought Apple a 300 percent increase, but, since it missed it, the company has managed to pull off only a 200 percent one. Gene Munster also estimates that sales will rest at a 50 percent increase, after the period when people rushing to take advantage of the new offer will end. Doing the math, this shows that Apple will manage to sell almost 1.3 million iPhones by the end of this quarter. Apple has nothing to do with this study which is based only on this researcher's calculus. What it does reveal is that the producer has had to cut down the price on its handsets so that it would not miss the **1 million** units train.