

How would you invest \$100,000? Being recently asked this very question, I began to ponder all of the enterprises I could possibly invest \$100,000 in. After much thought and deliberation, I believe I would invest in Apple stocks. Apple is doing a booming business, in fact, last month they reached a one billion dollar profit mark! Because they are making that much profit, I feel very safe in investing my precious money in Apple, and believe me, I'm no money waster. From all that I have seen and heard, I have concluded that their popularity with the older and younger generations alike, their outstanding qualities, and their excellent advertising have made them so prosperous. I will now explain in further detail these three reasons for Apple's extraordinary success.

The first reason is that they are popular with the younger and older generations alike. The younger generation loves it for its speed, simplicity, and excellent software. They also love Apple products simply because they are popular! Problems are rare, but if there happens to be one, excellent service is guaranteed. Likewise, the older generation also enjoys the speed, simplicity, and excellent software, but for a different reason- they have experienced the hassle of dealing with faulty and troublesome computers and appreciate the intuitive approach of Apple's products.

The second reason is that Apple products have outstanding and unique qualities. Some of these qualities consist of a sleek design, including the round "clicker" and a touch screen. Apple has also created very stunning colors for the iPod Nano's as follows: sleek silver, classic black, alluring purple, ocean blue, palm green, lemon yellow, citrus orange, fiery red and striking pink. Because of the wide variety of colors, everyone can find one that they love quickly and easily.

The third reason for Apple's success is their excellent advertising. These first two reasons are

excellent examples of Apple's product, but the recurring question in our minds is how did they attract so many customers? The answer is simple, by developing an outstanding product, by creating hilarious Mac-lover commercials, and by devising an excellent strategy for announcing their newest additions and features - they release them in a torrent. Apple always releases their newest additions in October. This excites us even more, and further inspires us to purchase more of their remarkable product. Apple has also produced an extensive variety of products, ranging from the Macbook Air to the iPod Shuffle. In short, Apple has maintained a wonderful variety in its endless products. They have also attracted more customers by hiring a helpful and friendly staff and by having an excellent all-around policy. For example, my brother bought an iPod Touch, and before the warranty had expired, he noticed that some dust had worked its way underneath the glass screen, and was blocking part of his view of the screen. Because it was still within the expiration date of the warranty, Apple exchanged the faulty iPod for a brand new iPod Touch! My brother was very pleased and satisfied by their reasonable policy.

In conclusion, I would definitely invest \$100,000 in Apple products. They are popular, reliable, fast, and Apple is doing a booming business, proved, as I said before, by having reached the one billion dollar profit mark. If Apple is capable of making that amount of money in the midst of our struggling economy, then I feel completely secure in investing \$100,000 in Apple stocks.