

Ex-CEO Sculley Says Apple Needs to Focus on Cheaper iPhone

CNET

As rumors resume that Apple is readying a less expensive iPhone, one of Apple's former chief executives believes the company needs to revamp its supply chain to meet demand for cheaper smartphones.

As developed nations hit the smartphone saturation point, Apple will have to turn its attention to customers in developing nations that can't afford high-end handsets, John Sculley said today in an [interview with Bloomberg Television](#) [1].

"Apple needs to adapt to a very different world," said Sculley, who served as Apple's chief for 10 years in the 1980s and '90s. "As we go from \$500 smartphones to even as low, for some companies, as \$100 for a smartphone, you've got to dramatically rethink the supply chain and how you can make these products and do it profitably."

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