



Apple Inc.

# Road Map

History

Some Interesting Facts About Apple

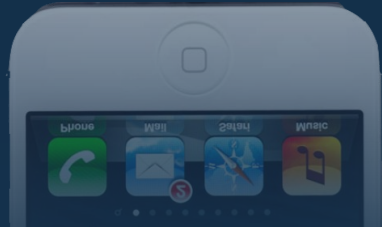
Company Profile

Mission & Vision

Market Share

SWOT Analysis

Conclusion





1974

The idea for Apple  
Computers was  
**BORN**

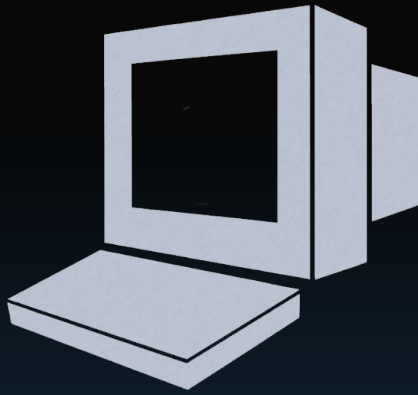


1974

1976

The idea for Apple  
Computers was  
**BORN**

First Computer was  
**SOLD**

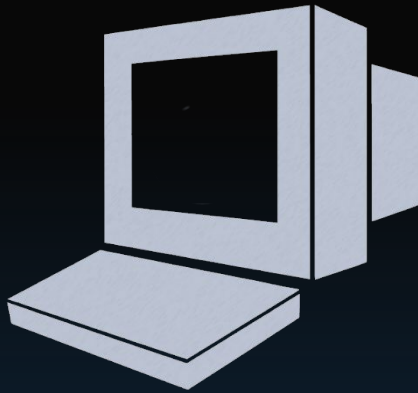


1984



The Macintosh was

**INTRODUCED**



1984

The Macintosh was

INTRODUCED



1985


Steve Jobs

was  
discharged

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1986


1990

A horizontal timeline graphic consisting of a series of light gray chevron arrows pointing to the right, set against a dark blue background. The arrows are arranged in a continuous line, with some containing text.

1990

1993



A horizontal timeline graphic consisting of a series of light gray chevron arrows pointing to the right, set against a dark blue background. The arrows are arranged in a continuous line, with some containing text.

1994

1996



1998

Apple introduced all-in-one

**the iMac**



1999

Also Apple unveiled

**the iBook**

# And the Innovations continue...



# Some Interesting Facts About Apple



Apple was started by



**Steve Jobs**

**Steve Wozniak**

To raise enough money they sold...



Steve Jobs



Steve Wozniak

# Best Global Brands 2013

## Best Global Brands 2013



The New Top 100

The Leadership Issue

Sector Overviews

Articles & Interviews

Charts

Methodology & Applications

Contact Info & Downloads

1



+28%  
98,316 \$m

TOP RISER

2



+34%  
93,291 \$m

TOP RISER

3



+2%  
79,213 \$m

4



+4%  
78,808 \$m

5



+3%  
59,546 \$m

6



+7%  
46,947 \$m

7



+5%  
41,992 \$m

8



+20%  
39,610 \$m

9



-5%  
37,257 \$m

10



+17%  
35,346 \$m

11



Mercedes-Benz

+6%  
31,904 \$m

12



+10%  
31,839 \$m

13



+7%  
29,053 \$m

14



+3%  
28,147 \$m

15



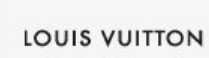
-1%  
25,843 \$m

16



+1%  
25,105 \$m

17



+6%  
24,893 \$m

18



+9%  
24,088 \$m

APPLE SOLD 40 MILLION iPHONES LAST YEAR.

110,000 iPhones per day





Now, Apple generated revenue of

**\$156 billion**

officially bigger than Microsoft (\$73.7 billion)



Even bigger than the GDP of

**100 other countries**





**\$470.94 B**

Enterprise Value



**\$231.2 B**

Total GDP

Apple makes their employees work on

# FAKE PROJECTS

until they can be trusted!



Early Galaxy S phones and their software

**heavily influenced by the iPhone.**



**Apple**



**Galaxy S**



# Apple Inc.

## Company Profile

### Vision & Mission

# Apple Inc. Current Profile

Name	Apple Incorporation
Former CEO	Steve Job
New CEO	Tim Cook
Revenue	\$ 156.508 billion (2012)
Area served	Worldwide
Headquarter	California, United States.
Total number of employees	72,800



# Mission Statement

"Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings."





# Vision Statement

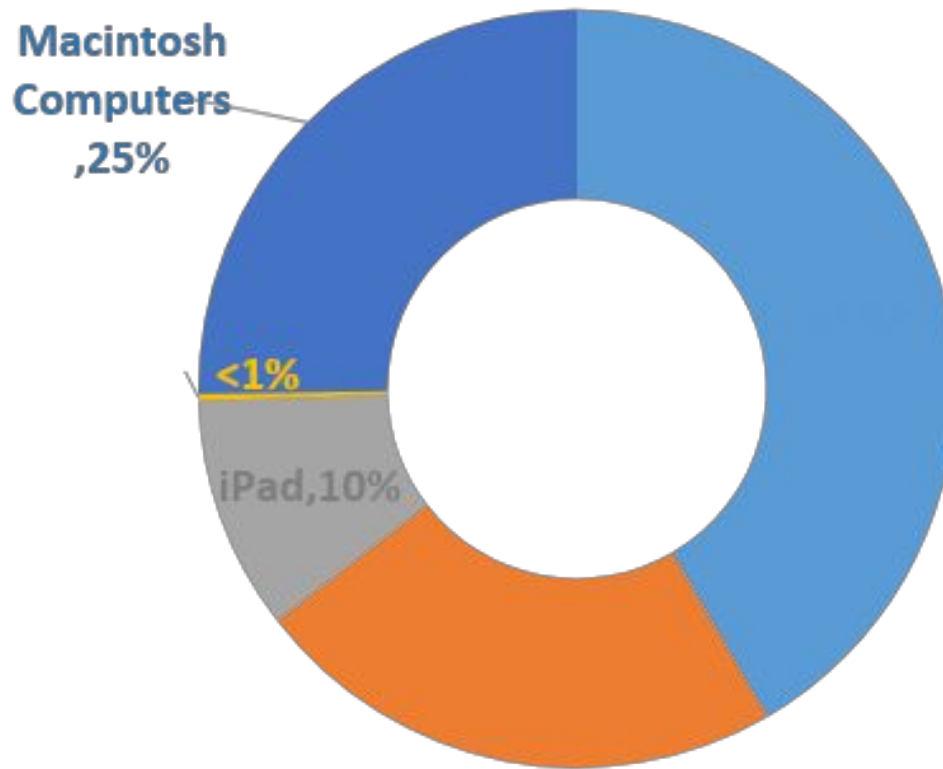
We are “committed” in producing high quality products and providing high quality service thus setting high industry standards for other competitors.



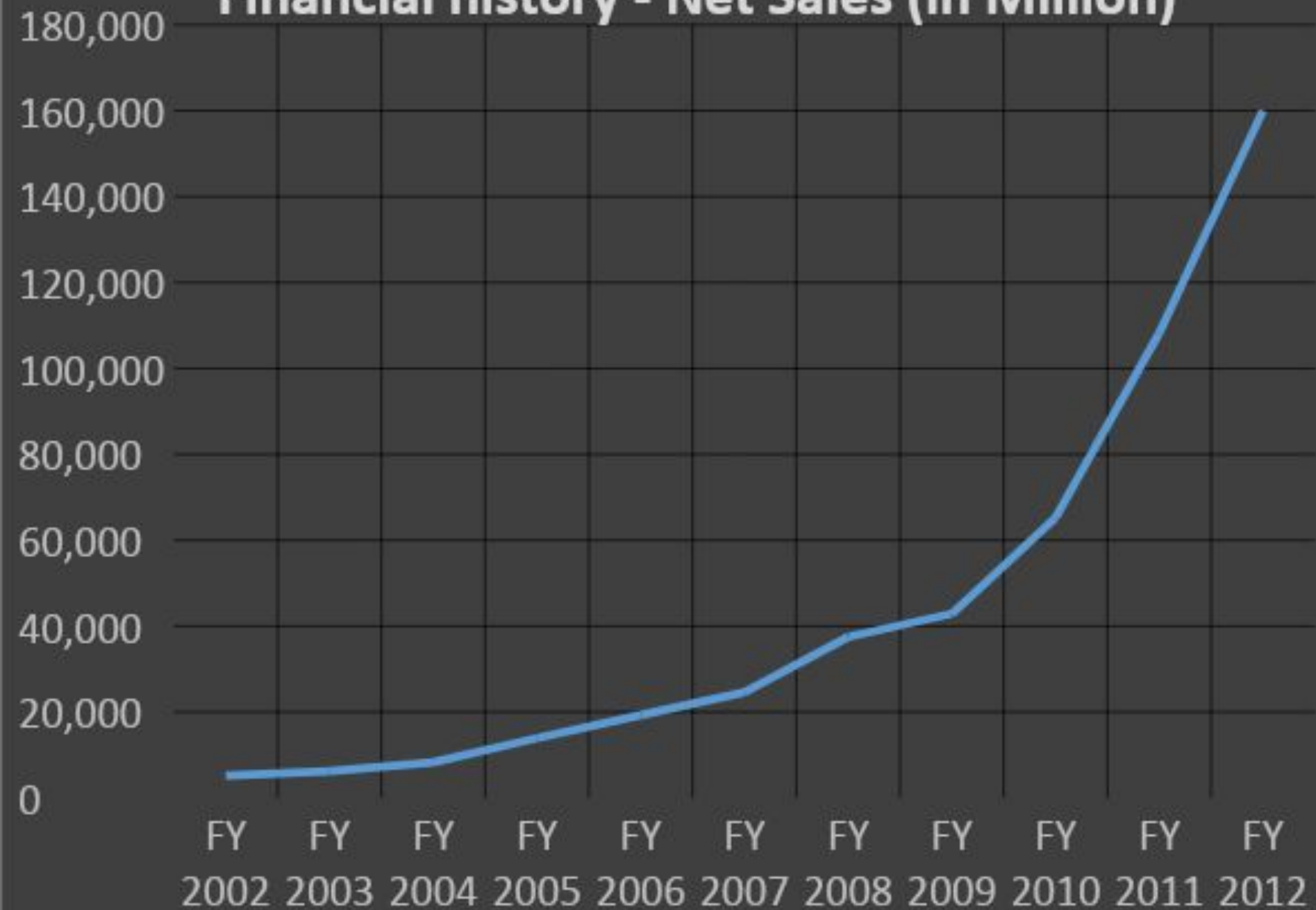
# Apple Inc. Product Market Share Local & International Markets



# From Where Apple is Making Money

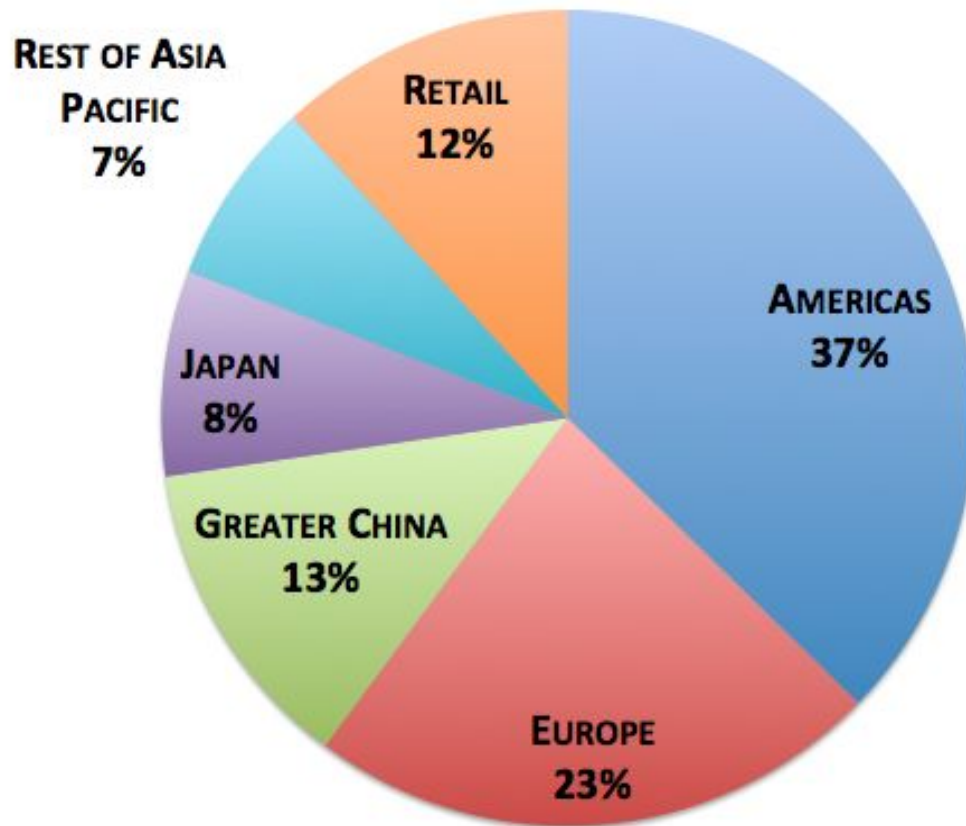


## Financial history - Net Sales (in Million)



# Global Market Share

Where Apple Makes Its Money:  
Q1 2013



# Current Growing Products of Apple are...



iPhones



iPads





# Apple Inc. Competitors & Products line





iMac



iPod



iPod Nano



iPad



Mac Book Air



iPhone 4s



iPhone 5s

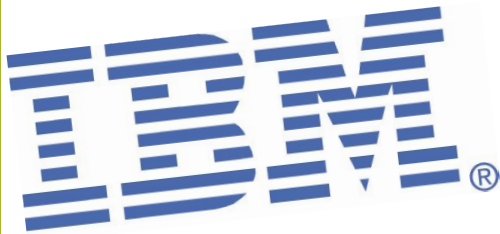


iPhone 5C



# Apple Inc. Competitors

Apple has many competitors like in computers...



**TOSHIBA**

**acer**

**DELL™**



# Apple Inc. Competitors

In smart phones industry

**NOKIA**  
Connecting People

htc

 **BlackBerry**

Google

**SONY**  
make.believe

 **SAMSUNG**

# Apple Inc. Competitors

In iPads industry

amazon.com<sup>®</sup>

SONY  
make.believe

DELL<sup>™</sup>

SAMSUNG

htc

hp

# Apple Inc. SWOT Analysis & Conclusion





# S

1. Faithful customers
2. Apple is a leading innovator in mobile device technology
3. Strong financial performance (\$10,000,000,000 cash, gross profit margin 43.9% and no debt)
4. Brand reputation





# APPLE BRAND STRATEGY MODEL

Target Audience

Your Brand

Competitors



Your target audience has a **need**.



Your brand **promise** fills their need and reflects your passion.



Your brand **personality** is the style with which you deliver your promise.



Your brand **position** makes you no.1 so the audience resolves their need with you not the competition.



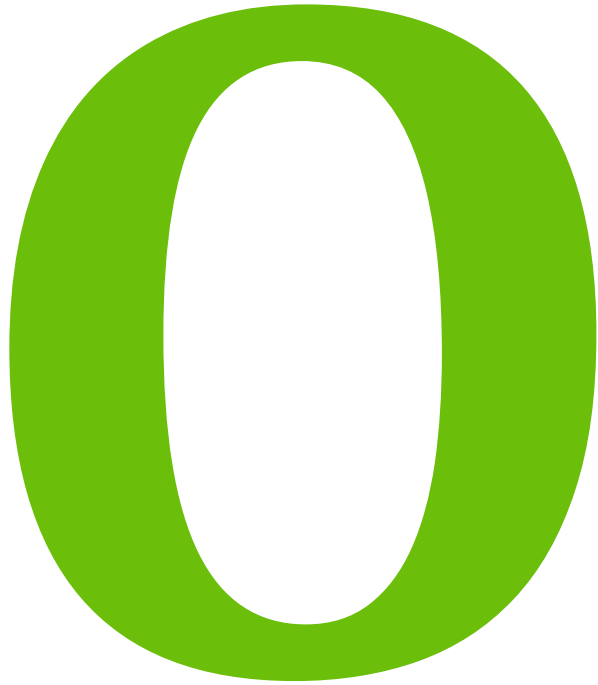
A clear & honest brand is a barrier to the **competition**. It helps you simplify, sell, and succeed.



- 1.High price
- 2.Decreasing market share
- 3.Further Change in management
- 4.Long term gross margin decline

W





1.High demand of iPad mini and iPhone 5

2.iTV launch

3.Growth of tablet and smartphone markets

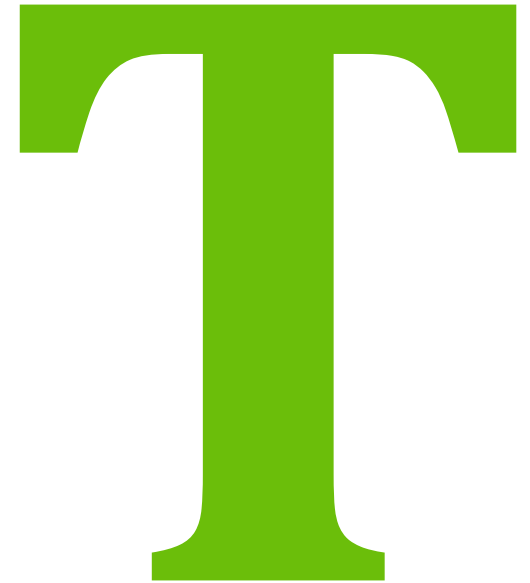
4.Strong growth of mobile advertising market

1. Rapid technological  
change

2. 2013 tax increases

3. Rising pay levels for  
Foxconn workers

4. Strong dollar





For more than 35 years apple has been a trends set company able to foresee the future of domestic computers and consumers electronics, it will continuing it because apple's others name is innovation and apple know,

## How to THINK DIFFERENT



Stay Hungry, Stay Foolish.

Think Different