



Apple Inc.

Road Map

History

Some Interesting Facts About Apple

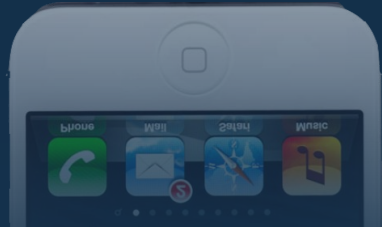
Company Profile

Mission & Vision

Market Share

SWOT Analysis

Conclusion





1974

The idea for Apple
Computers was
BORN

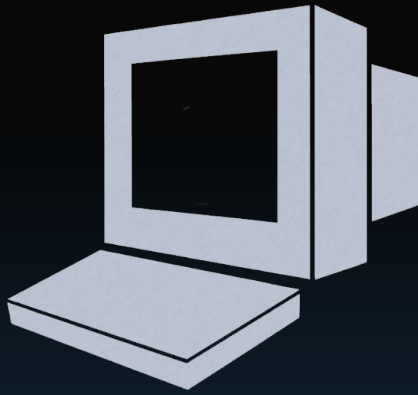


1974

1976

The idea for Apple
Computers was
BORN

First Computer was
SOLD

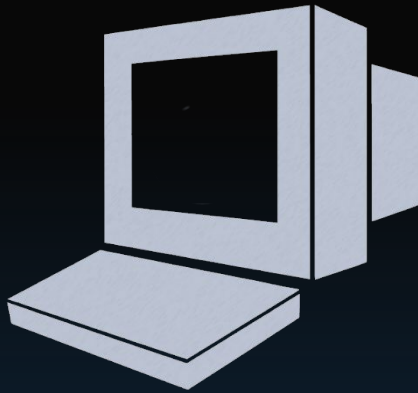


1984



The Macintosh was

INTRODUCED



1984

The Macintosh was

INTRODUCED



1985


Steve Jobs

was
discharged




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 the year '1994' centered in the second arrow and '1996' centered in the eighth arrow.

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



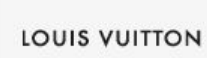
-1%
25,843 \$m

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

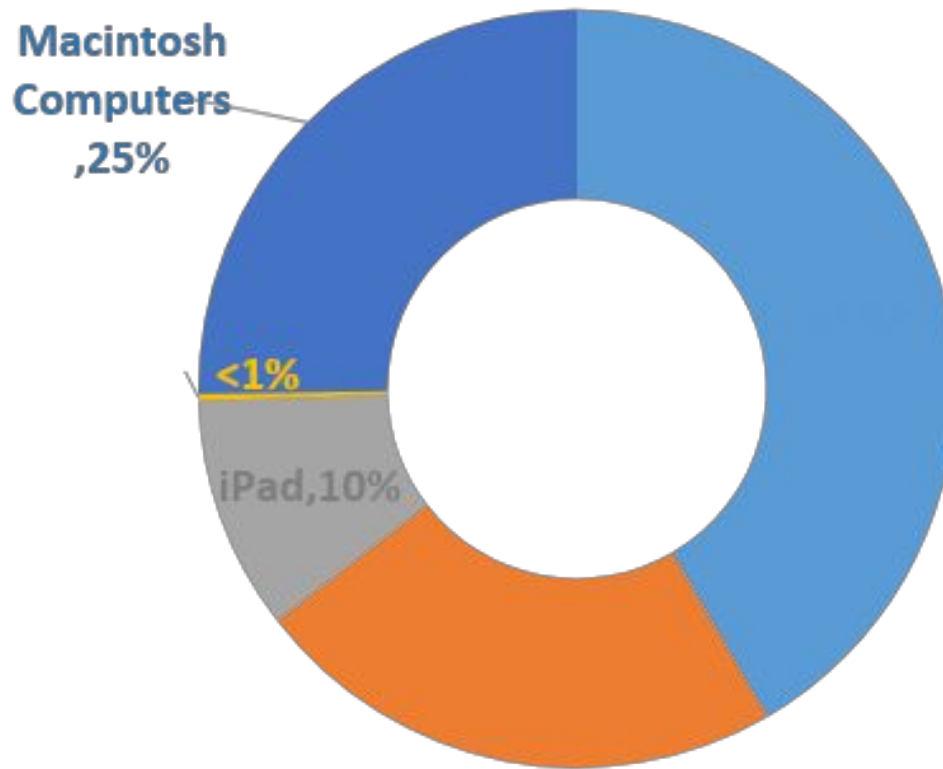
We are “committed” in producing high quality products and providing high quality service thus setting high industry standards for other competitors.



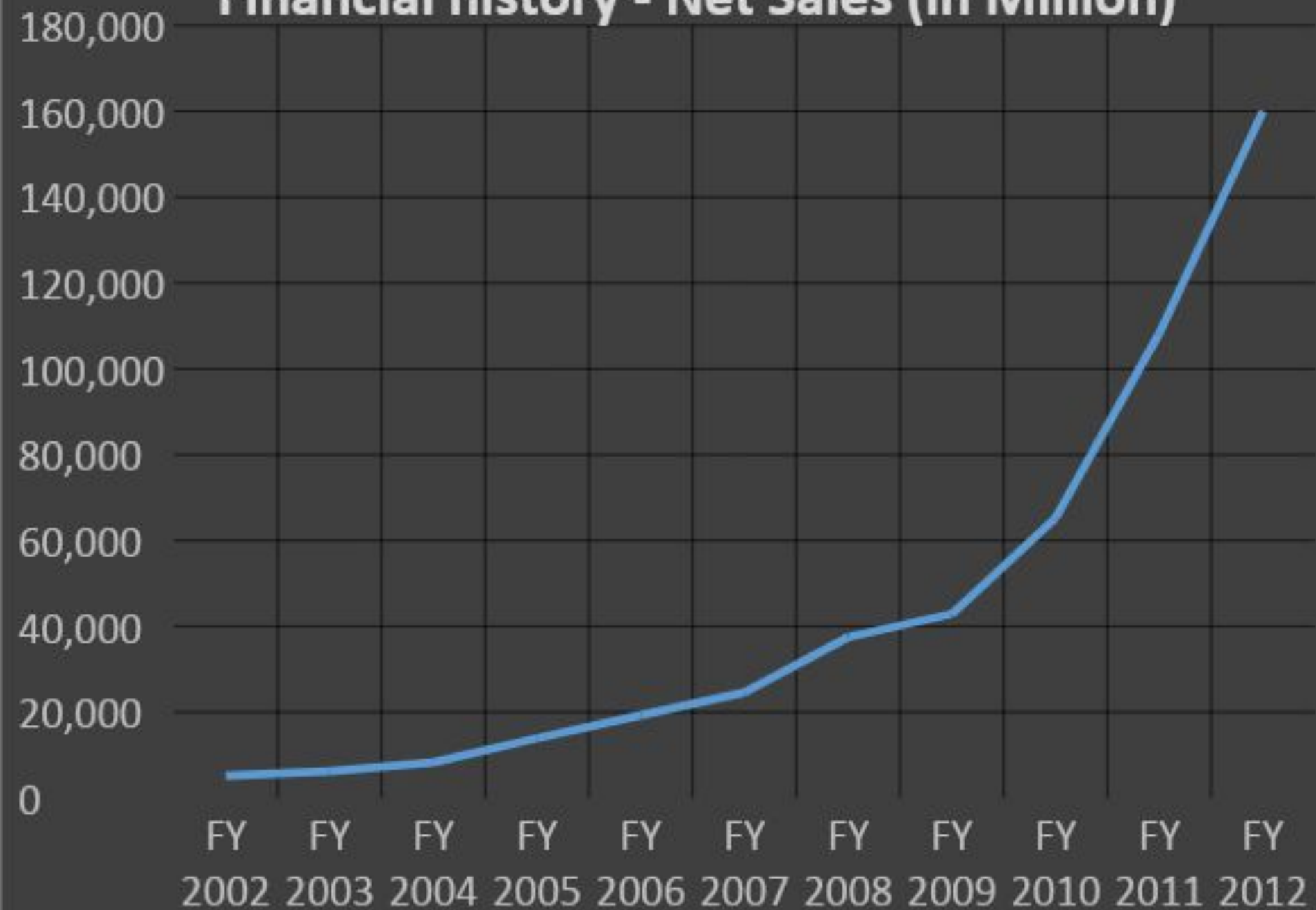
Apple Inc. Product Market Share Local & International Markets



From Where Apple is Making Money

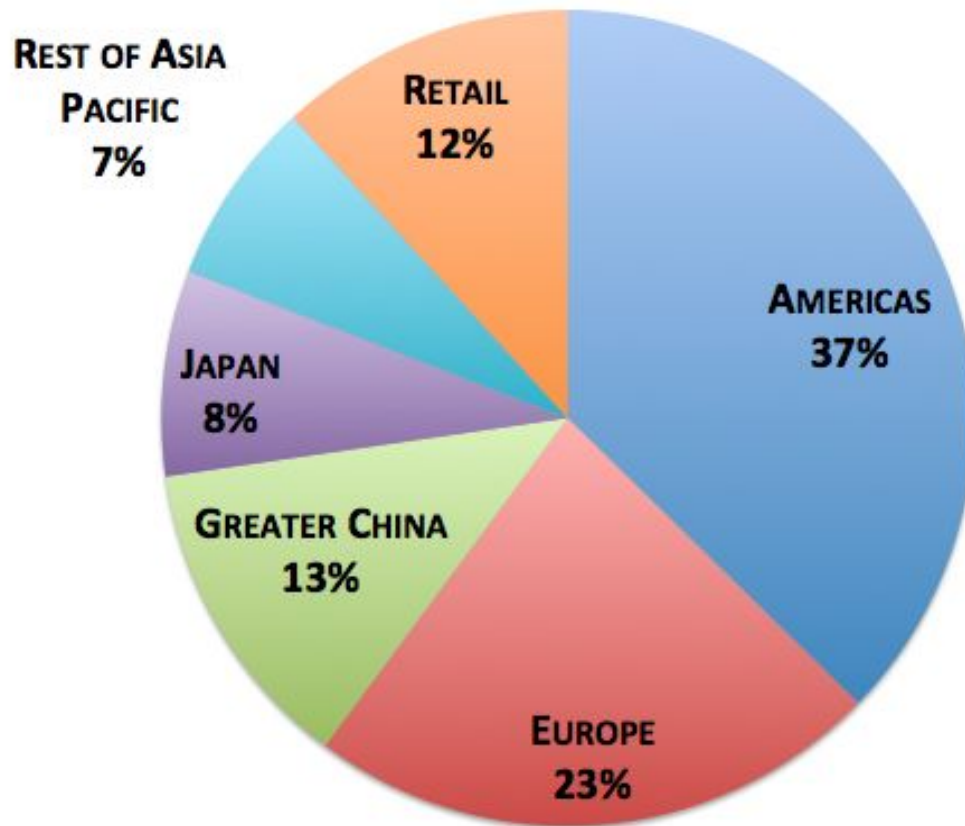


Financial history - Net Sales (in Million)



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



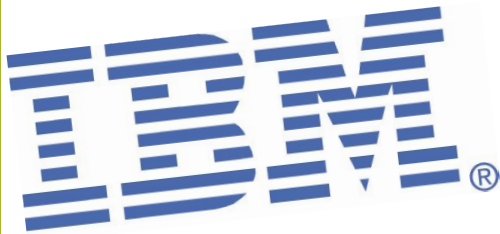
iPhone 5s



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[®]

SONY
make.believe

DELL[™]

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.

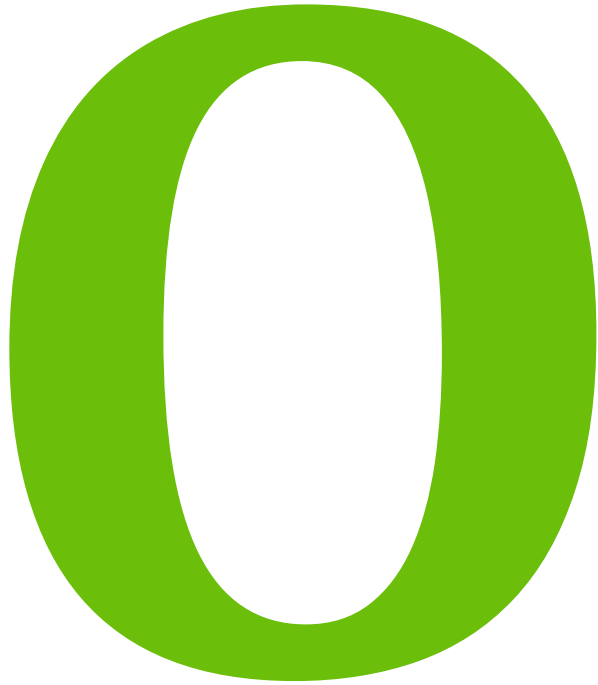


A clear & honest brand is a barrier to the **competition**. It helps you simplify, sell, and succeed.

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

W





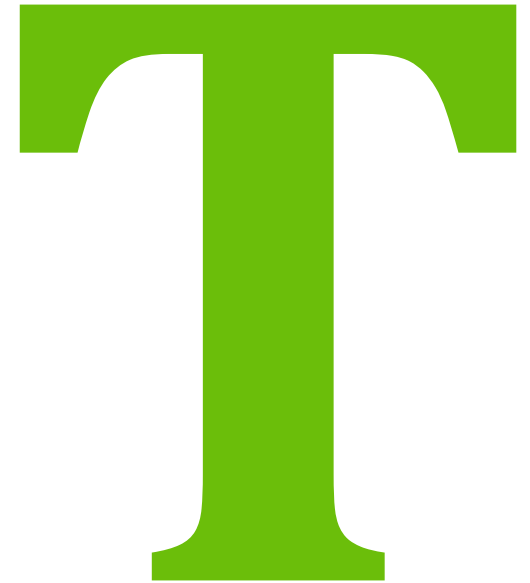
1. High demand of iPad mini and iPhone 5
2. iTV launch
3. Growth of tablet and smartphone markets
4. Strong growth of mobile advertising market

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