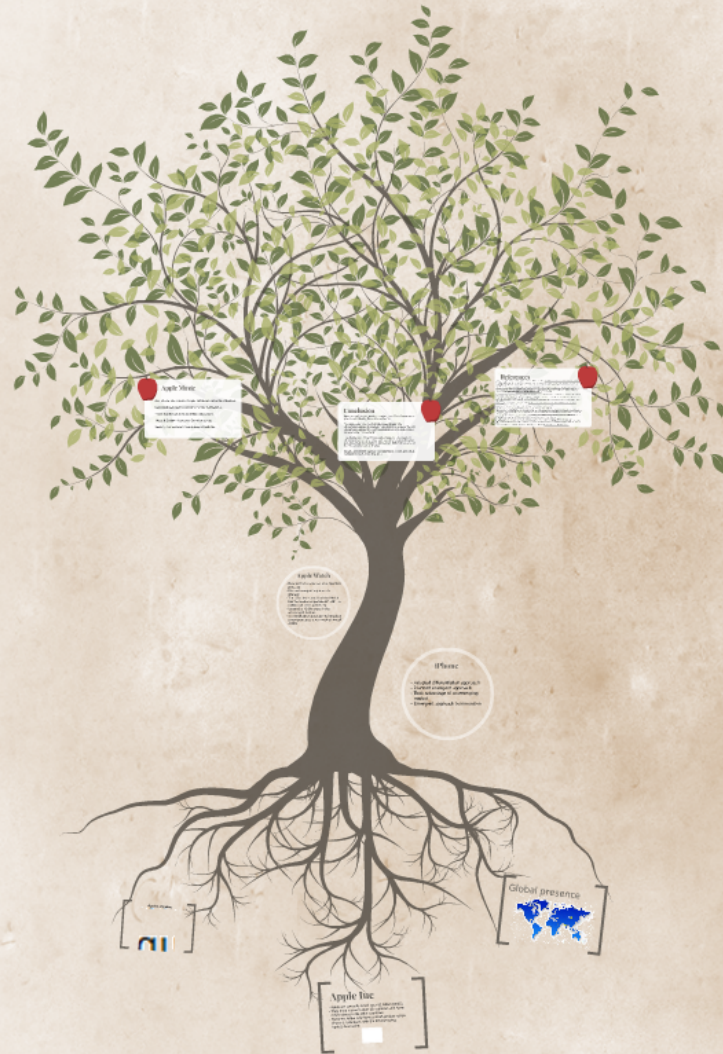


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Apple's Timeline

1976

- Steve Jobs and Stephen Wozniak founded the Apple Computer Company

2001

- The first iPods were shipped transforming the music industry

2003

- The iTunes music store opens for business further strengthening the success of the iPod.

2007

- The first iPhone is released for sale and achieves 1.39 million unit sales in the first 2 quarters.

2010

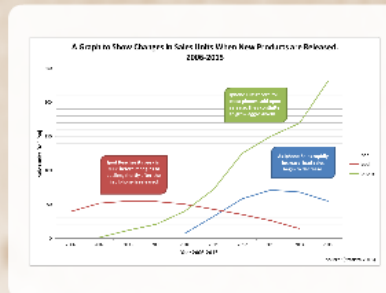
- The Apple iPad was released for sale and was an instant success selling 7.46 million units in the first 2 quarters of release.

2015

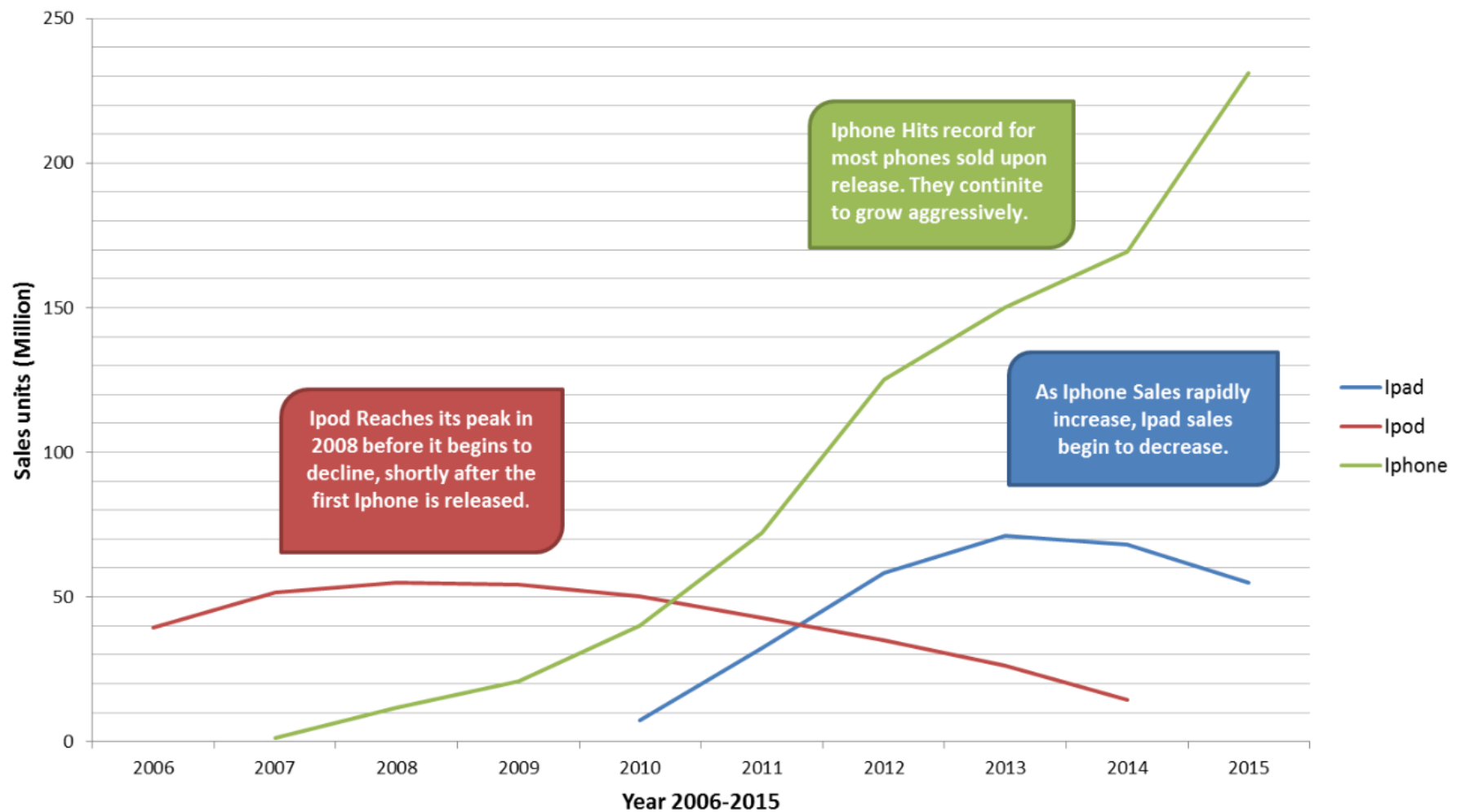
- The iWatch is available for sale after over a year of build up. They achieved sales of 200,000 units a day on initial release but sales have dropped by 90% in the following months. (Zolfagharifard, 2015)

Apple Inc

- Apple are currently worth over \$1 trillion (2015)
- They have stores in over 18 countries and have online stores in 39 other countries.
- However, Apple only have a small product range of only 13 products, with the iPhone being Apple's best seller.



A Graph to Show Changes in Sales Units When New Products are Released. 2006-2015



Source: (Statista 2015)