





Unimicron Technology Corporation

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*A Look at the Operations
of*

Apple Inc.

(Parts A and B)

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History of Apple Inc.

1976

- Founded on April 1, by Steve Jobs, Steve Wozniak, and Ronald Wayne. With the dream of changing the way people viewed computers and hoping to create a computer small enough to be used in a home or office, they set to work on bringing innovation to the tech world.



Apple 1

1977-1984

- With the measly \$800 that Wayne brought to the start up business, The two "Steves", whom were both college dropouts, created the first Apple 1 in their garage in California, US.
- The Apple 2 was produced, and turned out to be much more popular than the underwhelming design of the first Apple computer. Jobs and Wozniak continued to create Apple products such as Lisa, the world's first commercial computer with a mouse, and the Macintosh, also known as the original Mac.



Macintosh

1985-1988

- Jobs was forced to quit Apple after fighting with Apple's president John Sculley. With a handful of faithful employees, Jobs created NeXT. Beating the sales of the Mac 2, Jobs' new 12-inch cubed NeXT computer dominated the market in 1988.



NeXT Computer

1997

- As Apple competed with Microsoft for innovating products, and had lawsuits against Microsoft dismissed multiple times, Apple was forced to buy NeXT and bring back Steve Jobs as an interim CEO of Apple.

1998-2007

- In following years, Apple slowly rose to the top of the computer market with their introduction of the iMac, iPod, and eventually, the first iPhone. Jobs becomes one of the official CEO's of Apple in 2000.



iMac

Present

- To this day, Apple stands to be the most-valued tech company in the market, and stands as a legacy to the innovation that Steve Jobs brought to technology before he died in 2011. With their popularity, Apple has been able to spread their business to 18 countries all over the world.

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Mission Statement:

Steve Jobs' original mission statement was ***"To make a contribution to the world by making tools for the mind that advance humankind."***

After he passed away, Apple altered their mission statement to state : ***"Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App Store, and is defining the future of mobile media and computing devices with iPad."***

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Motto:

“Think Different” was the first slogan used by Apple in 1997 for an Apple Computer. While the company does not use the slogan anymore, (they simply use the Apple symbol to end each ad,) it stands as one of their most iconic sayings.

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Fac



Goods and Services:

Consumer Electronics: iPhone, iPad, iPod, Macbook computer, Apple TV, and the Apple Watch

Computer Software: iOS, OS X, Mac Operating System, iLife, and iWork)

Online Service: iTunes, Mac App Store, and iCloud.



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Revenues:

As of 2015,
Apple's revenue is
\$233.7 Billion

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Employees:

Responsible for 1.9 million jobs in the US. 627,000 of these jobs are due to the iOS ecosystem (apps), and 334,000 come from jobs at other companies resulting from Apple's investments.

Only 76,000 people are directly employed in Apple in the US.

About 115,000 directly employed employees worldwide.

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