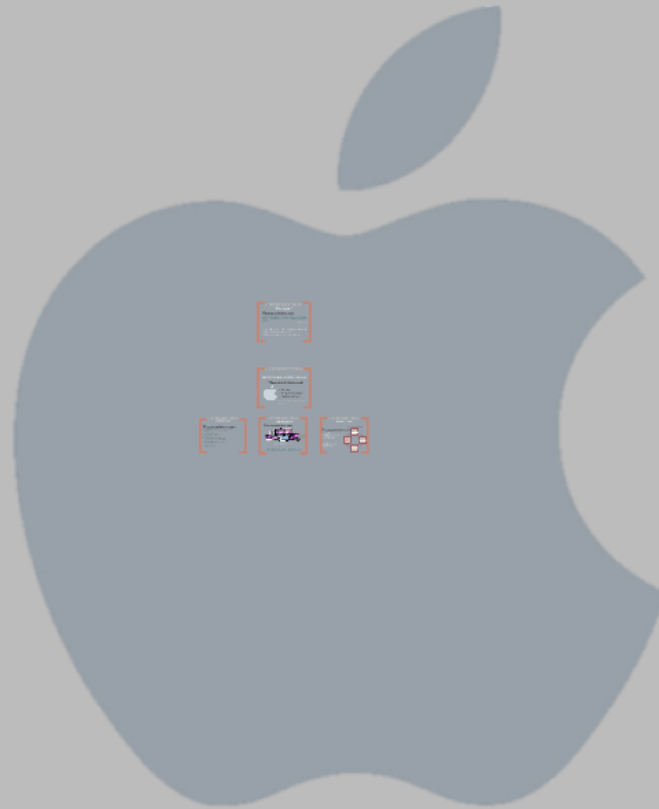




Thank you for your attention !

Supply Chain Restructuring at Portugal Telecom-A



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1. INTRODUCTION

Why Apple ?

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" Whether it is a humble iPod nano or state-of-the art, Hummer-sized Mac desktop, Apple gadgets reside in half of all the households in the US..."

CNBC Survey, 2012

- One of the most powerful companies in the world
- Huge popularity among our age
- Emblematic company for our generation

1. INTRODUCTION

PRESENTATION OF THE COMPANY

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1. History
2. Range of products
3. Market and size

Do you remember when the first iPhone came out?

1. INTRODUCTION

SOME HISTORY

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1976. Creation of Apple Computer Inc.

By Steve JOBS, Steve WOZNIAK & Ronald WAYNE



1984, The Original Macintosh

First apple's personal computer



1998. The Original iMac

Desktop computers to restructure the company



2001. Apple's Rebirth

Creation of iPod, Mac OS X and firsts Apple stores



2007. Establishing success

New name, iPhone, iOS, iPad...

1. INTRODUCTION

THE PRODUCTS

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iLife – iWorks – OS X

Which product do you think Apple sell the most ?

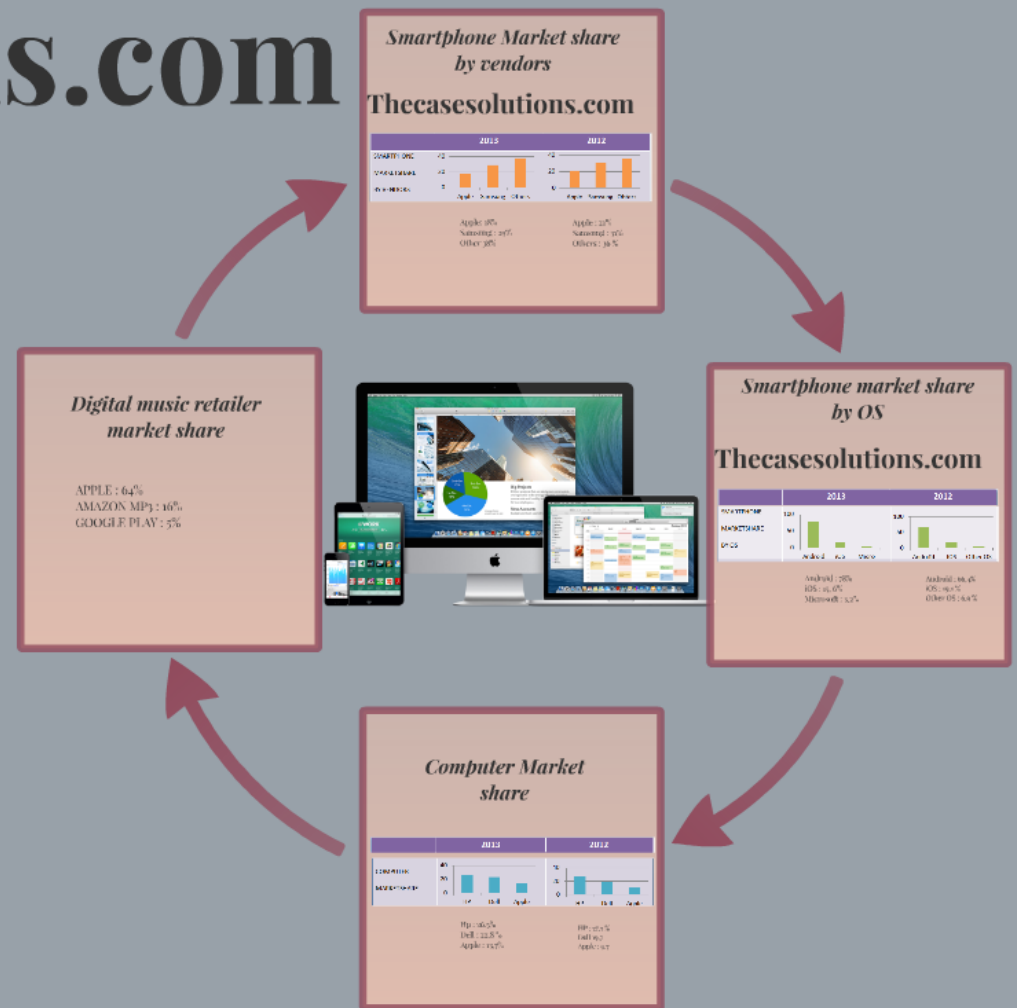
1. INTRODUCTION

MARKET & SIZE

Apple's activities and main competitors

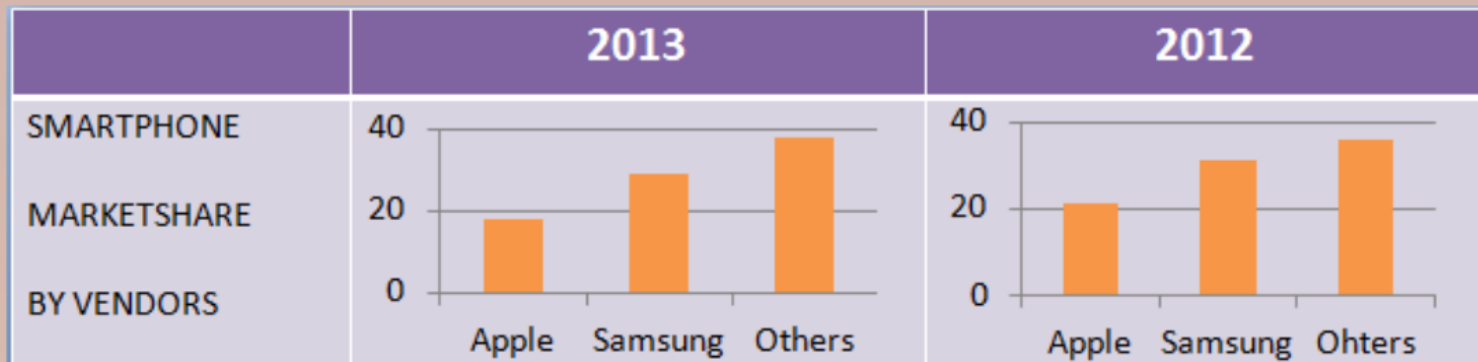
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- 72.800 employees (2012)
- 473 Retail stores - 15 countries
- Brand value: 118.9 billion \$
(most valuable brand)
- 3rd largest mobile maker
- 2nd largest IT company
- 1st music retailer



Smartphone Market share by vendors

Thecasesolutions.com

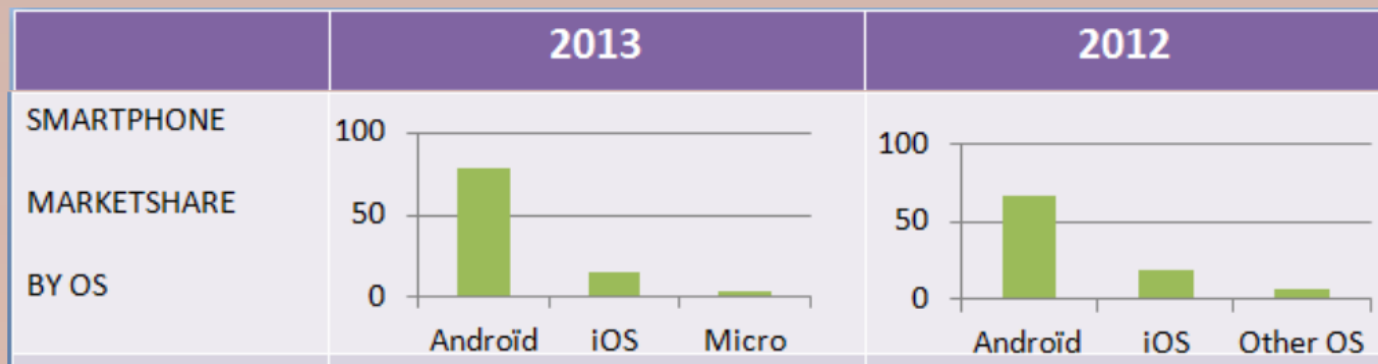


Apple: 18%
Samsung : 29%
Other 38%

Apple : 21%
Samsung : 31%
Others : 36 %

Smartphone market share by OS

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Android : 78%
iOS : 15,6%
Microsoft : 3,2%

Android : 66,4%
iOS : 19,1 %
Other OS : 6,9 %