iSight
iCal
Infinite Loop
Tim Inc.
Cook
iPhone 4
iDVD

Game Center Book Phone 3GS 3Q, 2Q Magic Trackpad Mac G4

Apple II Mac G3 Interface Builder Apple Store

Notification Center I Book Apple II Phone Simulator

Apple II Mac G3 Interface Builder Apple Store

Notification Center I Book Apple II Phone Simulator

Apple II Mac G3 Interface Builder Apple Store

Notification Center I Book MacFind my Phone

Safari Reminders Apple Lisa WWDC Pro

Newsstand Aperture I Book MacFind my Priends Pro

Aperture I Book MacBook

Mission Control Spaces TextEdit Air

AirPort Extreme Dashboard Cinema Display Apple To Finder Mac Pro

Launchpad Photo Booth Finder Mac Pro

App Think Different Apple TV

I Tunes Mac I Cloud Phone 4s Siri Movie

Magic Mouse Work Pages Code

Magic Mouse Work Pages Code

Magic Mouse Work Pages Code

Cupertino Macintosh Wozniak

I Pod Tiger Next California IOS

Steve I Phone

















iCal Infinite Loop Tim Inc. Cook iPhone 4 iDVD

Game Center Book Phone 3GS 3Q, 2Q Magic Trackpad Mac G4 Apple II Mac G3 Interface Builder MobileMe Remote Final Cut Pro 1976 Power Berlind Mac G4 MobileMe Remote Final Cut Pro 1976 Power Mac Find my Priends Pro Mac Find my Friends Pro Mac Pro Mac

















## **AGENDA**

- APPLE INC. OVERVIEW
- SWOT ANALYSIS
- FIVE GENERIC COMPETITIVE STRATEGIES
- ISSUES OR PROBLEM
- COMPETING STRATEGIES IN INTERNATIONAL MARKET
  - PORTER'S DIAMOND OF NATIONAL COMPETITIVE ADVANTAGE
  - VALUE CHAIN ACTIVITIES
  - STRATEGIC OPTIONS FOR ENTERING AND COMPETING IN INTERNATIONAL MARKET
  - THE THREE MAIN STRATEGIC APPROACHES
  - COMPETING STRATEGIES IN THE MARKET OF DEVELOPING COUNTRY
- RECOMMENDATIONS

## Apple Inc. OVERVIEW

- Is a Multinational Corporation that creates consumer electronics, personal computers, computer software, and commercial servers, and is a digital distributor of media content.
- Founders Steve Jobs and Steve Wozniak created Apple Computer on April 1, 1976, and incorporated the company on January 3, 1977, in Cupertino, California.

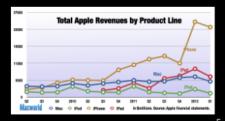
1

- On 1978, Apple introduced "the Apple II" which eventually sold more than 10.000 units
- On 1984, Apple introduced "The Macintosh" but it didn't have the speed, power or software availability to compete with the PC that IBM had introduced in 1981.

2

- In 1987, Apple released a revamped Macintosh computer that proved to be a favorite in K-12 schools and with graphic artists and other users needing excellent graphics capabilities.
- In 1991, Apple released its first-generation notebook computer, "The PowerBook".





3



6

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