

iSight  
**iCal**  
Infinite Loop  
Tim Inc.  
**Cook**  
iPhone 4  
iDVD

Cards  
Game Center  
iBook  
iPod Touch 4G  
iPhone 3GS 3G, 2G  
Magic Trackpad  
iMac G4  
App Store  
Preview  
Lisa OS  
Apple I  
iPhone Simulator  
Apple Store  
Interface Builder  
MobileMe  
Remote  
Final Cut Pro  
1976  
Power Mac  
Find my iPhone  
Safari  
Reminders  
Apple Lisa  
WWDC  
Pro  
iMessage  
iPad 2  
Find my Friends  
Aperture  
Terminal  
Macbook  
Mission Control  
BootCamp  
TextEdit  
Air  
AirPort Extreme  
Spaces  
Dashboard  
iWeb  
iChat  
Cinema Display  
iPod shuffle  
Mac mini  
iPod classic  
Launchpad  
Photo Booth  
GarageBand  
iPhoto  
App Store  
iBooks  
Think Different  
Apple TV  
iTunes  
iMac  
iCloud  
iPhone 4S  
Siri  
iMovie  
Mighty Numbers  
Keynote  
Xcode  
Pages  
Magic Mouse  
iWork  
iLife  
Lion  
iPod nano  
Facetime  
Mac OS X  
iPad  
Steve  
Snow Leopard  
Cupertino  
Macintosh  
Wozniak  
Computer  
iPod  
Tiger  
NeXT  
California  
iOS  
Jobs  
Steve  
iPhone



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Lion  
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Facetime  
Mac OS X  
iPad  
Steve  
Snow Leopard  
Macintosh  
Wozniak  
Cupertino  
Macintosh  
Computer  
iPod  
Tiger  
NeXT  
California  
IOS  
Jobs  
Steve  
iPhone



# 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
- 



- 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.

- 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.

- 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".



**THANK YOU**