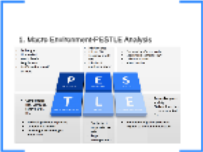


Contents

1. Macro environment-PESTLE Analysis
2. Industry environment- Porter's 5 Forces, Critical Success Factors
3. Company Analysis
4. SWOT
5. Recommendations



3. Company Financials- Operating

Year	Revenue	Operating Profit	Net Income
2015	156.5	33.3	20.9
2016	188.0	40.0	25.9
2017	229.0	50.7	33.4
2018	265.6	60.9	40.7
2019	299.4	70.3	48.8
2020	275.2	65.8	45.2
2021	309.3	79.7	54.5
2022	328.3	90.0	60.0

Apple Inc. is a leading technology company that has revolutionized the way we live and work. Its products, including the iPhone, iPad, and Mac, have become essential tools for millions of people around the world. The company's success is a result of its innovative approach to product design and development, as well as its strong brand identity and customer loyalty.

Apple Inc Harvard Case Solution & Analysis



TheCaseSolutions.com

Apple Inc. is a leading technology company that has revolutionized the way we live and work. Its products, including the iPhone, iPad, and Mac, have become essential tools for millions of people around the world. The company's success is a result of its innovative approach to product design and development, as well as its strong brand identity and customer loyalty.

Apple Inc. is a leading technology company that has revolutionized the way we live and work. Its products, including the iPhone, iPad, and Mac, have become essential tools for millions of people around the world. The company's success is a result of its innovative approach to product design and development, as well as its strong brand identity and customer loyalty.

4. Company SWOT

Strengths	Weaknesses
Strong brand identity	High product prices
Excellent customer loyalty	Over-reliance on the iPhone
Strong R&D capabilities	Limited presence in emerging markets
Highly innovative products	Intense competition in the smartphone market



Apple Inc. is a leading technology company that has revolutionized the way we live and work. Its products, including the iPhone, iPad, and Mac, have become essential tools for millions of people around the world. The company's success is a result of its innovative approach to product design and development, as well as its strong brand identity and customer loyalty.

5. Recommendations

Apple Inc. should continue to invest in R&D to develop new products and services. The company should also focus on expanding its presence in emerging markets and improving its customer support. Additionally, Apple should consider diversifying its product line to reduce its reliance on the iPhone.

6. Financials- Balance Sheet

Year	Assets	Liabilities	Equity
2015	156.5	45.0	111.5
2016	188.0	55.0	133.0
2017	229.0	65.0	164.0
2018	265.6	75.0	190.6
2019	299.4	85.0	214.4
2020	275.2	95.0	180.2
2021	309.3	105.0	204.3
2022	328.3	115.0	213.3



Apple Inc. is a leading technology company that has revolutionized the way we live and work. Its products, including the iPhone, iPad, and Mac, have become essential tools for millions of people around the world. The company's success is a result of its innovative approach to product design and development, as well as its strong brand identity and customer loyalty.

*Apple Inc Harvard
Case Solution &
Analysis*



TheCaseSolutions.com

Reference
Apple Inc. (2015).
Annual Report.
Retrieved from
http://www.apple.com
investor/financials/annual-reports/2015/

3. Co
Stra
Fina
Mar
Ope
HR

Contents

1. Macro environment-PESTLE Analysis
2. Industry environment:
 - Porter's 5 Forces
 - Critical Success Factors
3. Company Analysis
4. SWOT
5. Recommendations

1. Macro Environment-PESTLE Analysis

- Embargoes
- Licence D-1
- World Trade Regulations
- Tariffs and non-tariff barriers

- Inflation rates
- Prior to GFC
- Economic growth rate
- Inflation & purchasing power.

- The trending of social media
- Social media and technology
- Online interaction
- Music industry



- Competitors: HTC, Samsung, Lenovo, Dell, HP.

- Technology keeps improving
- Competitive market
- Advantage: Technological innovation.

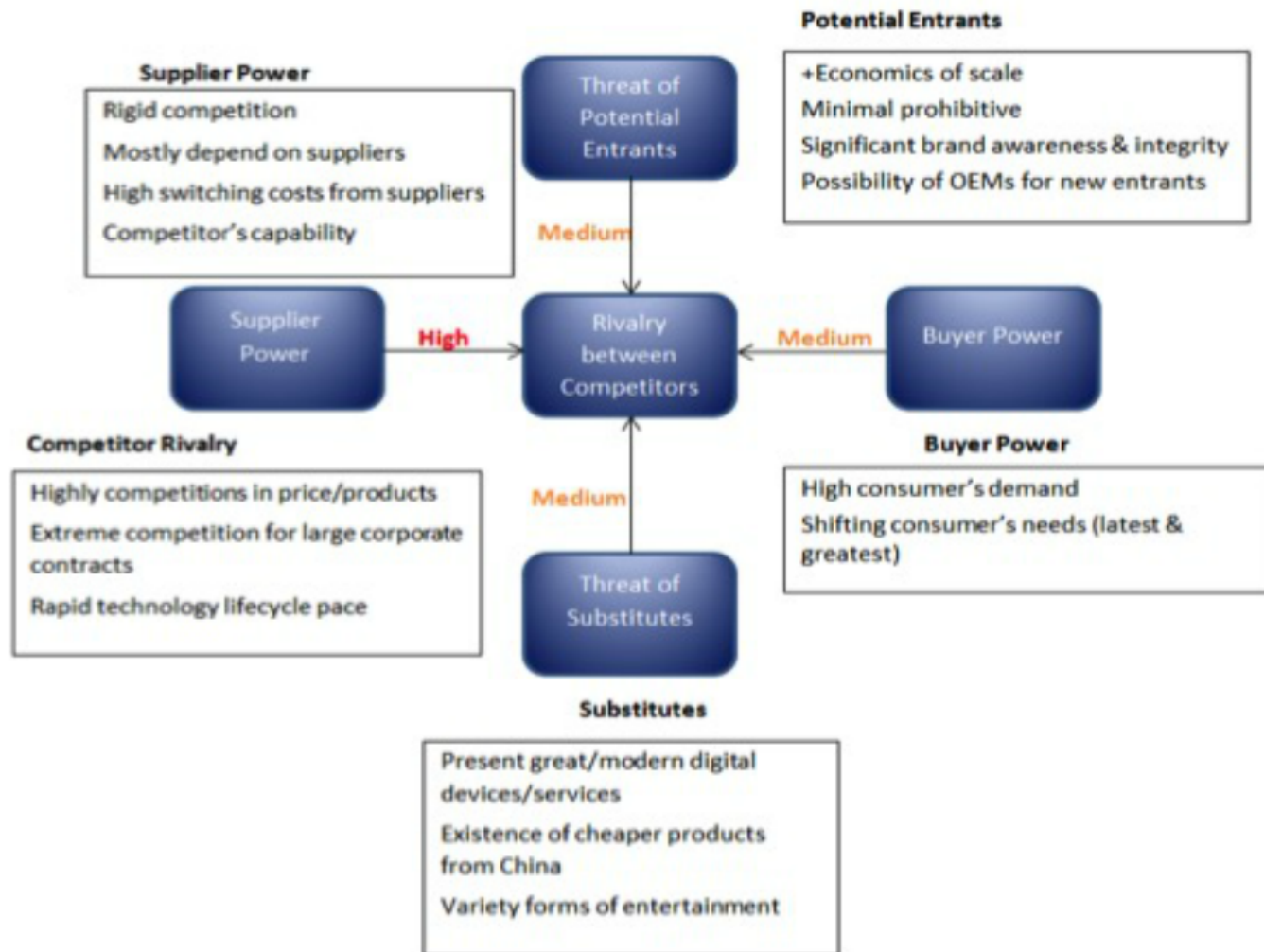
- Subjected to corporate tax rate.
- Legal arrangements

- Formation of global policies in regards to environmental issues.

- Towards a green society.
- Stakeholders has to be accounted for

2. Industry Environment:

PORTER'S 5 Forces Analysis



2. Industry environment: Critical Success Factors





3. Company Analysis

Strategy

Financial Performance

Marketing

Operations

HR



3. Company Analysis: Marketing

