



# Apple Inc managing a global supply chain Harvard Case Solution & Analysis





# INTRODUCTION

Apple

- \$AAPL
- Currently trading at \$115.93
- Founded April 1, 1976
  - Steve Jobs, Ronald Wayne, Steve Wozniak
- Current CEO: Tim Cook
- Designer of technology hardware and software
- Products: Iphone 6, Iphone 6 Plus, Ipad Air 2, IMac, Macbook Pro
- Fast growth over last 5 yrs



# Apple's Stock Price





# APPLE'S ADVANTAGES

## Apple Products

- iPhones make up 41.5% of smartphone sales
- iPads make up 36% of the market share
- Increasing sales driven by loyal Apple customers



Macストア



iPhoneストア



iPadストア



iPodストア



Apple TVストア



アクセサリストア