



**Donna Kandinsky And  
Apple Computer, Inc.  
(A) Harvard Case  
Solution & Analysis**

**TheCaseSolutions.com**

**Apple Inc.**



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# Vision

*"Man is the creator of change in this world. As such he should be above systems and structures, and not subordinate to them"*

## **Mission Statement**

*"Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings."*

## **Background**

- Steve Jobs and Steve Wozniak founded Apple Inc. in 1976 in Los Altos, Ca.
- Apple was incorporated on Dec. 2, 1980
- Sculley entered apple in 1984 and was named the new CEO.
- Sculley was previously president of Pepsi cola division of Pepsi.

## **Sculley Years**

- 1985-1993
- Steve Jobs fired in 1985
- Goal was to figure out how to differentiate Apples product lines
- 1990 Sculley tried to move apple into the mainstream market.

## Spindler Years

- 1993 - 1996
- Slashed Costs
- Cut 16% of Apples workforce
- Pushed for international growth
- High hope for the revolutionary OS
- 69 million dollar loss in the first quarter of 1996

## **Amelio Years**

- 1996-1997
- Acquired NeXT
- More Job Cuts and restructuring efforts
- Apple lost 1.6 billion dollars under Amelio
- Apple world wide market share fell around three percent
- Apple was within 90 days of Bankruptcy