



Apple Inc.



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Thecasesolution.com

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