



# COMPANY ANALYSIS

## APPLE. INC

**TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY**

**FACULTY & PROGRAMME** : FACULTY OF SPORT SCIENCE AND RECREATION  
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## EXECUTIVE SUMMARY

Apple. Inc is a company that produces variety types of services, software and gadget. Apple was founded by Steve Jobs, Steve Wozniak, and Ronald Wayne in April 1976 to develop and sell Wozniak's Apple I personal computer, though Wayne sold his share back to Jobs and Wozniak within 12 days. It is located at Apple Parkway, California, U.S.A. One of the products produce by Apple. Inc is iWatch series 6. iWatch is a smartwatch that provides many function like a gadget and te many reasons why people tend to choose Apple brand compare to others is because the apps include in the smartwatch is efficient and compatible. After that, the objectives of this study are to analysed the problems that Apple. Inc faced and provide better solutions to overcome the problems and to suggest a recommendation to the company in order to improve their company in the future.

In this case study, SWOT analysis has been used so that I can analyzed the strength, weakness, opportunity and threat for this Apple company. I also able to came out with a good solution to overcome the weakness that can be exposed to threat. Last but not least, I hope that this case study will help a bit for Apple company to improve their product and services based on customers feedback.

### 2.3 Product and Services

PRODUCTS/SERVICES DESCRIPTION	
<b>PRODUCT NAME</b>	Apple Watch Series 6
<b>IMPORTANCE PRODUCT CHARACTERISTICS</b>	The quality, elegance and specificacy of a watch
<b>SPECIAL ADVANTAGES</b>	Accelerometer, VO2Max and spO2
<b>PRICE OF PRODUCT</b>	RM 1749.00 – RM2499.00
<b>SPECIAL DISTRIBUTION CONTROL</b>	<ul style="list-style-type: none"><li>• Store</li><li>• Online purchasing</li></ul>

*Table 2.0 Products and Services.*

Apple. Inc offer and produced varieties of software and gadget. There are more than 16 type of software and gadget that is available in Apple store. Majority people from early age to business professional tend to own an Apple's since it surely does offers great quality product with a high security and wonderful features. Here, we will be discussing regarding the Apple watch series 6 offered by Apple. Inc.

#### **Services**

- *Buy new, Repairs and Maintenance*

You can buy online or call 1800-80-6419. You can get information about an order you placed on the Apple Online Store through the Order Status page. If you prefer, you can also get order status or make changes by phone at 1800-80-6419. Contact Apple support by phone or chat, set up a repair, or make a Genius Bar appointment for iPhone, iPad, Mac and more