



**APPLE INC**

**COMPANY ANALYSIS FOR IPHONE SMARTPHONE**

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

**FACULTY AND PROGRAMME : FACULTY OF SPORTS SCIENCE AND RECREATION**

**(SR243)**

**SEMESTER : SEMESTER 5**

**PROJECT TITLE : ENT600 CASE STUDY**

**NAME : MUHAMMAD AZWAN BIN HAMID**

**LECTURER : DR NUR ATHIFAH NAJWANI BINTI HAJI SHAHIDAN**

## **ACKNOWLEDGEMENT**

First, praises and blessings to Allah, the Almighty, through His gifts of blessing for the task to be done completely and successfully. To be prepared for my task, I would just have to consider taking the information and assistance of certain valuable contributions who deserved my sincere thanks.

Though I was very happy with the completion of this assignment, I just want to express my sincere gratitude to my course lecturer, Dr Nur Athifah Najwani Binti Haji Shahidan, for providing me excellent advice upon that assignment in the form of various consultations. I would still like to sincerely thank Dr Nur Athifah Najwani Binti Haji Shahidan, who is my mentor thorough overview of the subjects, and who guided me in Technology Entrepreneurship course. I also want to extend my sincere gratitude to those that have helped me, internally and externally to compose this assignment.

To have access, I am most thankful to my beloved family for their support, compassion, and hardships in educating and empowering myself towards the success. A sincere appreciation gets into my colleagues and senior which support and encourage me through appropriately to complete this assignment. A big thanks to my colleagues, through the offered of useful suggestions regarding my assignment, which encouraged myself to enhance the quality of such assignment. Ultimately, much gratitude went to a lot of individuals who helped me in completing the research projects, either intentionally or unintentionally.

## TABLE OF CONTENT

	<b>PAGE</b>
ACKNOWLEDGMENT	i
LIST OF FIGURES	ii
LIST OF TABLES	iii
EXECUTIVE SUMMARY	iv
<b>1.0 INTRODUCTION</b>	
1.1 Background Of The Study	1
1.2 Problem Statement	2
1.3 Purpose Of The Study	3
<b>2.0 COMPANY INFORMATION</b>	4
2.1 Background	5-6
2.2 Organizational Structure	7
2.3 Products/Services	8
2.4 Technology	9
2.5 Business, marketing, operational strategy	9-14
<b>3.0 COMPANY ANALYSIS</b>	
3.1 SWOT	15
3.2 CTC	16-19
<b>4.0 FINDINGS AND DISCUSSION</b>	
4.1 Findings	20
4.2 Discussion	21
<b>5.0 RECOMMENDATION AND IMPROVEMENT</b>	22-24
<b>6.0 CONCLUSION</b>	25
<b>7.0 REFERENCES</b>	26
<b>8.0 APPENDICES</b>	27-28

## **EXECUTIVE SUMMARY**

This is an endeavor to grasp how the theories can be applied to a practical situation. As a student in UiTM Perlis, it is a part of a study for everyone to undergo a case study project. So, for this purpose, I got the chance to research a company entity that manufactures a product that deeply interests us, which is Apple Inc, technology company.

First, the general information regarding the corporate has been collected. Information is gathered through the primary and secondary source. In the second part of the report contains the specialized subject studies. The objective of the project is to figure on the background, organizational structure, products, and services that Apple provides.

In this case study, I have analyses the strength, weaknesses, opportunities, and threats of this company in the real business world by using SWOT analysis. Next, I studied regarding the product manufactured by Apple, which is primarily a standard technology utilized by the company for its selected product that we have chosen which is their iPhone smartphone. Here, I will be explaining the problems of the products that have grab my attention. The problem of the product that I discovered is the product are high price which makes difficulties for customer to have it for their daily live. Next, is the product has restrictions on the phone which is have lack of convenience for customer to used. And lastly, no variety of product and application developed by Apple has made it difficult for those who have a high expectation for the better iPhone mobile design and technology. In this study, I will be explaining deeper regarding the problems and I would also be discussing the alternatives solutions towards the problems.

## 2.3 Product and Services

<b>PRODUCTS/SERVICES DESCRIPTION</b>	
<b>PRODUCT NAME</b>	iPhone 12 ProMax
<b>IMPORTANCE PRODUCT CHARACTERISTICS</b>	The quality, elegance and specificity of a iPhone smartphone
<b>SPECIAL ADVANTAGES</b>	Very long battery, top performance, improved low-light camera, longer optical zoom, portraits with night mode, water resistant, wireless charging, MagSafe, Face ID, fantastic screen, 5G, long software support
<b>PRICE OF PRODUCT</b>	RM 4899 – RM 6599
<b>SPECIAL DISTRIBUTION CONTROL</b>	<ul style="list-style-type: none"> <li>• Store</li> <li>• Online purchasing</li> </ul>

*Table 2.3 Product and services*

Service and product are important for making the customer believe and trust the businesses. An innovative and committed approach to product concepts will ensure that the customer purchases it for the reason used. Therefore, each product that has been produced and developed has its own objectives that originate from the consumer's needs. Every company's services are the key role of gathering input from customers by interacting via the phone, email, or social media.

Apple's Product Development Process may be one of the most successful design processes ever implemented. With the company verging on becoming the world's first \$1 trillion business organization – there is a lot that designers can learn from Apple and introduce into their own design environments. Apple is a notoriously secretive business. In Steve Jobs' time at the company it would have been near impossible to find out about the internal workings of the business. This is not surprising when a business's market advantage is its design approach. It is worth keeping it under wraps