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COMPANY ANALYSIS
APPLE INC.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : FACULTY OF SPORTS SCIENCE AND RECREATION

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EXECUTIVE SUMMARY

Apple Inc. is an information technology company with a wide range of products which consist of cell phones, computers, tablets, television products and wearable devices. Apple's customers are seeking performance products that are aesthetically pleasing and provide assurance that the product will be of quality. Apple Inc. was established in 1976 as a computer software and hardware company. Since then Apple has transitioned into the creation of other technological devices and has hooked up a chain of retail shops in order to grant their customers with a better buying experience.

Apple competes in a highly competitive industry that has high buying bargaining power. Apple maintains these facts in mind when designing new products and when determining on pricing. They must always continue to be ahead of their opponents in innovation as well as maintain up with them in regards to pricing. Apple differentiates itself by providing both the hardware and software program in all of their devices. They also attempt to keep their designs simple, convenient to use, interconnected and aesthetically pleasing.

In this case study, I have analysed the strength, weakness, opportunities and threats of Apple Inc. by using SWOT Analysis. I also studies about one of Apple's main products which is the Mac. In this case study I will explain about the problems caused by Mac towards its users. The problems of the computers is that the hardware and software installed is good but not good enough. These are common problems among competitors and I would also discuss about solutions to these problems.

Number of locations	511 retail stores
Industry	<ul style="list-style-type: none"> • Computer hardware • Computer software • Consumer electronics • Cloud computing • Digital Distribution • Fabless Silicon Design • Semiconductors • Retail • Financial technology • Artificial intelligence
Products	<ul style="list-style-type: none"> • Mac, iPad, iPhone, iPod, Apple Watch, Apple TV, Stylus, Magic Keyboard, Home Pod

Table 2.0: Apple's Company Information

2.1 Company Background

Apple Inc. is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services. It is regarded one of the Big Five companies in the U.S. information technology industry, alongside with Amazon, Google, Microsoft, and Facebook. Its hardware products consist of iPhone, iPad, Mac, iPod, Apple Watch, Apple TV, AirPods, AirPods Max, and the HomePod. Apple's software consist of iOS, iPadOS, macOS, watchOS, and tvOS operating systems, the iTunes media player, the Safari internet browser, the Shazam