



اَوْنُوْرَسِيْتِي تِيْكُونُوْ لُوْ كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## COMPANY ANALYSIS

APPLE INC.

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

**FACULTY & PROGRAMME:** COMPUTER AND MATHEMATICAL  
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## **EXECUTIVE SUMMARY**

This is an attempt to know the theories can be applied to practical situations. As a student in UiTM Arau, Perlis, it is a part of the study for everyone to undergo a case study project. For this purpose, I got an opportunity to found a company which is Apple Inc, a big technology company that is currently based in Cupertino, California, United States.

In the first part of this case study, all the general information of the company has been collected. Information is gathered through the Google search engine at Apple website and other related articles.

Meanwhile, the second part of this case study contains the specialized subject study. The objective of the case study is to work on the company background, organizational structure, products and services that Apple Inc. provides. Next, I study about the technology of the Apple watch and the finding of the product. The major problem faced by the product is the lack of IoT sensors in the Apple watch to detect the presence of migraines. Finally, I also study the strategy used by the company to promote their highly fascinating products.

Goals indicate what a business unit wants to achieve. Strategy is an action plan to get the goal to accomplish. Every entrepreneur must design a strategy to achieve the goal that consists of marketing strategy and effective management. I also analyzed the strength, weaknesses, opportunities and threats of the product by using SWOT analysis.

## 2.3 Products / Services



Figure 2 Apple watch Series 6

<b>Apple Watch Series 6</b>	
Price	RM2349.00
Size options	44mm
Display	Always on Retina Display
Sensors	Blood Oxygen, ECG, GPS, Compass, Accelerometer, Barometer, Gyro, Ambient light
Colours	Blue
Heart rate monitoring	High and low heart rate notifications, Irregular heart rhythm notifications, ECG app
Durability	Water-resistant up to 50 meters

Table 1 Features of Apple watch Series 6



Figure 3 Apple watch Special Edition

<b>Apple Watch Special Edition</b>	
Price	RM1349.00
Size options	44mm
Display	Retina Display
Sensors	Optical heart sensor
Colours	Gold
Heart rate monitoring	High and low heart rate notifications, Irregular heart rhythm notifications
Durability	Water-resistant up to 50 meters

Table 2 Features of Apple watch Special Edition