



COMPANY ANALYSIS

APPLE INC.

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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Executive summary

AirPods are wireless Bluetooth earbuds created by Apple. They are Apple's entry-level wireless headphones, sold alongside the AirPods Pro and AirPods Max. Within two years, they became Apple's most popular accessory, notable for their critical success and viral sensationalism. In addition to playing audio, the AirPods contain a microphone that filters out background noise as well as built-in accelerometers and optical sensors capable of detecting taps for example, double-tap to pause audio and placement within the ear, which enables automatic pausing of audio when they are taken out. Apple is now one of the most recognizable brands in the world. Their name goes a long way, and with such a dedicated fanbase, any product that is attached to the Apple name is often pre-ordered. Additionally, Apple uses their brand to sell a lifestyle, for example, AirPods. A lifestyle of creativity, lavishness, and sleekness. This how they market their products: Not as a simple gadget, but as a way into their carefully designed world. It is no surprise Apple's profit margins are high with every new iPhone, iPod, and Mac laptop upgrade. However, there are several disadvantage of this product although the quality is good. Despite the price is quite high, this AirPods have a safety issues. This could be a limitation in their business model. Through this case study, I would like to discuss the problem found in this product that are mainly compatibility and flexibility since some of AirPods user misplace this wireless earphone and incompatible with another devices. The upcoming product will be more user-friendly and easy to keep since the wireless AirPods might be hard to retrieve if they are lost. This innovation could help several user's problem regarding the usage of this product.

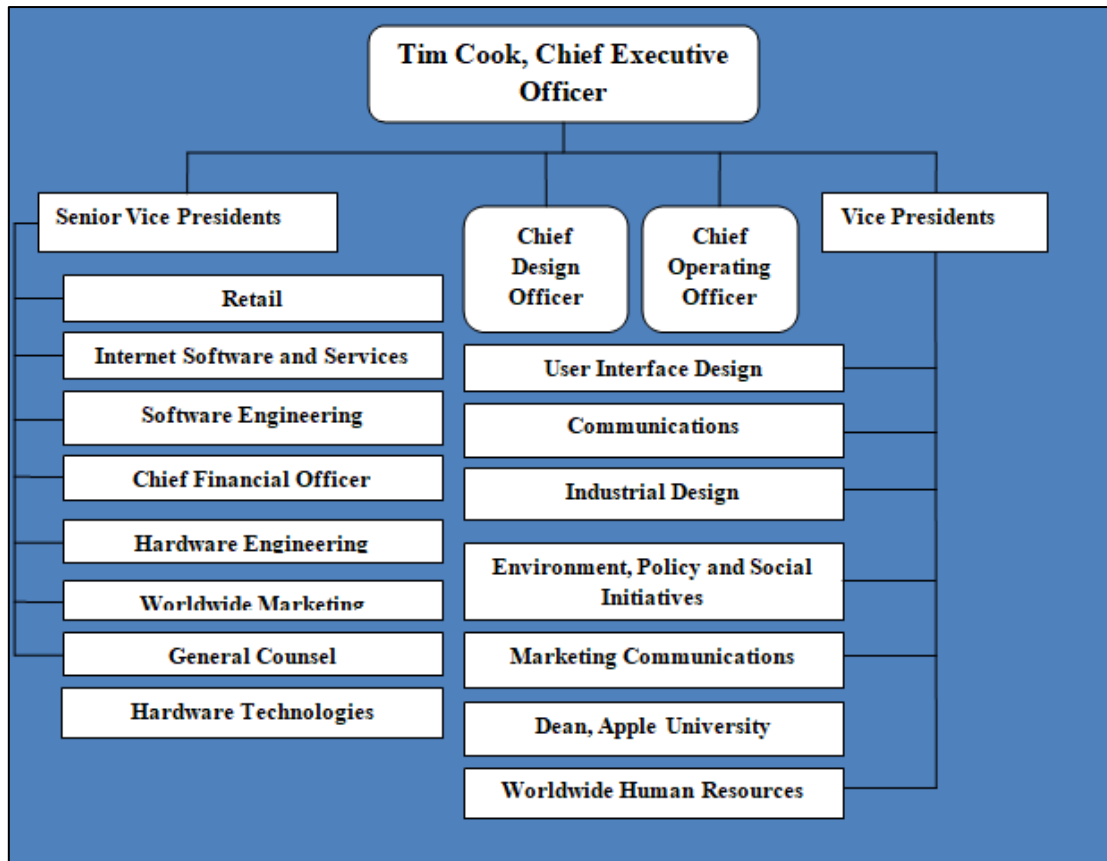


Figure 2. 1 Company Organization

2.3 Product/Services

Types of Products/Services	Year Published
1. Ipad <ul style="list-style-type: none"> • Ipad mini • Ipad pro • Ipad air 	2010
2. Iphone	2007
3. Mac <ul style="list-style-type: none"> • Macbook Air • Macbook Pro • Mac Mini • Mac Pro 	2008
4. Apple TV	2010
5. Apple Watch	2015