



**FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING DEPARTMENT OF
SURVEYING SCIENCE AND GEOMATICS BACHELOR OF SURVEYING SCIENCE
AND GEOMATICS (HONOURS) – AP220**



COMPANY ANALYSIS

APPLE Inc.

TECHNOLOGY ENTREPRENEURSHIP ENT600: CASE STUDY

**FACULTY & PROGRAMME : FACULTY OF ARCHITECTURE, PLANNING
AND SURVEYING -AP220**

SEMESTER : EIGHT (8)

PROJECT TITLE : APPLE IPHONE 11

NAME : MUHAMMAD ILMI BIN AWANG KECHIK

LECTURER : DR. SHAFIQ SHAHRUDDIN

ACKNOWLEDGEMENT

Thank God for all the abundance and grace I was able to complete this individual assessment to fulfil some of the requirements of a Bachelor of Science and Geometrics. Many thanks and thank you to my lecturer Dr Shafiq Shahrudin who gave me the golden opportunity to do this wonderful project on the topic Company Analysis on APPLE Inc. which also helped me in doing a lot of research and who has given me a lot of guidance so that this task can be completed. In addition, I would also like to thank the manufacturer company APPLE Inc. which helping me by giving their company information in term of organization, product, development, business and marketing by web searching. I would also like to thank my family members for their generous support, advice as well as financial and friends and especially friends who spend so much time together to complete the assignments. Lastly, thank you very much to everyone who has helped me directly or indirectly. Any attempt at any level cannot be satisfactorily completed without the support and guidance from these parties. May Allah reward you for your kindness.

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EXECUTIVE SUMMARY

Apple Inc is one of the most iconic companies of the recent decade. Apple has not only been developing and selling great products. More importantly the company has been building an incredible platform and an ecosystem for its loyal users within which it could further sell apps and services. The company is not immune to general market trends and some of the product sales are slowing down either due to markets maturing such as smartphones or due to a general industry decline such as music players and computers. Apple has a formidable competition within well established and well financed companies such as Alphabet, Samsung, Amazon, HP as well as newcomers from China like Huawei and Xiaomi. Despite strong competition the company managed to grow and thrive within its industries and enjoys one of the best balance sheets and financial metrics among its peers. One of the focused products is iPhone 11. The iPhone 11 is a smartphone designed, developed, and marketed by Apple Inc. It is the 13th generation, lower-priced iPhone, succeeding the iPhone XR. It was unveiled on September 10, 2019, alongside the higher-end iPhone 11 Pro flagship at the Steve Jobs Theater in Apple Park, Cupertino, by Apple CEO Tim Cook. However, there are several drawback of the iPhone 11 such as small battery capacity and there is no 3.5mm audio jack. Therefore, some improvements are taken into consideration by doing this analysis such as upgrade the battery capacity that can prolong the battery life and add the 3.5mm audio jack for more user's satisfaction.

2.3 Products/Services

2.3.1 Products

Apple Inc. offers a wide range of products covering from computers to smartphones to tablets and so on. Due to the wide range of products, it is not weird that Apple is the world's most valuable company, with a market value that is climbing ever closer to \$1 trillion. It is among the world's most recognizable and valuable brands, and it has grown from a tiny computer upstart into a consumer electronics behemoth with roughly 500 retail stores in prime locations worldwide. Apple's first product was a computer, more specifically the 1976 Apple I, which had distinctly convenient computer terminal circuitry and usability. Jobs and Wozniak had to sell Jobs's VW Microbus and Wozniak's expensive calculator to pay for their new creation. In 1977, the Apple II was born. It was a much more commercial product and came with its own case. It had a MOS Technology processor running at just 1MHz with 4KB of RAM. However, today's iPhones have processors running at 1,800 times the clock speed with 500,000 times more RAM. By following the Apple computer models timeline, the company rapidly improving, diversifying and expanding to dozens of models per year. This was changed when Jobs returned in 1997 and forced the company to look at its old Apple products and limit its scope a great deal. That's around when the modern, sleek designs of the iMac and iBook were created.

Historically, Apple's first official smartphone was actually the ROKR E1, which was released in 2005. This product was very limited but laid the groundwork for the first Apple iPhone; history focuses on that product and has somewhat forgotten the ROKR. In June 29, 2007, was the first Apple iPhone was released. Other than Macbook and iPhones, Apple Inc. has produced a lot more products which are also captured the heart of users around the globe like Mac Mini, Apple Watch, iPod, Apple TV and iPad. Each of the products have a series of improvement throughout the years and each continuation of the product are labelled in number forms to show that the new model of the product like the Apple Watch Series, iPhone series and etc.

2.3.2 Services

As Apple Inc. offers long list of products, its services are not too far behind as well. Its services consists of: