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INTRODUCTION

Apple is a company that has stood number 1 always in its products and innovation it is a company that has created excellent brand image in the entire globe every and every segment of customers are aware of apple products it has been serving its customers from with new and hi-tech features in their products.

COMPANY PROFILE

Apple inc. is one the best company which designs assemble and promote mobile communication and media strategy, personal computers and convenient digital music players and it also sells selection of related software, services, tangential, networking solutions and third-moderator digital substance and relevance. The products of this Inc. are very superior and this company also providing best services include iPhone, iPad, Mac, iPod ,Apple TV, a assortment of purchaser and proficient software applications, the iOS and OS X working organism, iCloud and a diversity of accomplice, service and sustain submission. A variety of itinerant communication and media campaign, and individual computing products and convenient digital music troupe, as well as a range of associated software services, tangentials, networking solutions and third-

moderator hardware and software merchandise are obtainable by this company. The most important products of the company including iPhone, iPad, Mac, iPod, iTunes, Mac App Stores, icloud, Operating Systems Software, Application software and other relevance software. (Money.cnn.com, 2017)

SWOT ANALYSIS

STRENGTHS

- it produces innovative products.
- it is a leading company in the mobile industry
- it has highest level of Brand equity
- amazing design and innovative technology.
- it has more than 500 stores around more than 17 countries.
- it has kept always very high margin because of its brand image and innovation.

WEAKNESSES

- Maintaining customer's expectation is very tough as has made up very high expectation from Apple.
- Products are not compatible enough with other company softwares.
- Apple has very limited product line.

OPPORTUNITIES

- it has vast opportunity and has planned to launch Apple car in future.
- expansion in other countries.
- opportunity to create many more innovative products .
- make products for other income group as well.

THREATS

- cut throat competition.
- in the recession or demotivation cases its products sales will decrease drastically because its product price is very high.

STRENGTHS:

1. **Innovation** – One of the key qualities of Apple throughout the years has been its imaginative product offering up. Apple has displayed hit items after hit items and that has been the real quality of Apple.
2. **Leadership** – It is the second biggest cell phone producer. It turned into the principal US organization to cross 700 billion dollars and in 2014 was the biggest traded on an open market organization on the planet. On the off chance that that does not characterize administration, then nothing else can. Apple is a long way ahead in the initiative diversion.
3. **Brand picture and value** – The brand Apple is the number 1 esteemed brand among every one of the organizations on the planet starting at 2016. The brand an incentive in 2015 was evaluated to be 118.9 Billion dollars.
4. **Latest Design with creative Technology** – The best some portion of Apple and the explanation behind its phenomenal image value is its plan and additionally the innovation it employs. Apple has dependably been smooth and rich in its plan. Also, in the meantime, underneath this choice plan is a machine controlled to give extreme execution. This keeps running on the MacOS which is another product known for its productivity.
5. **Supply** – Apple has 470 of its own stores crosswise over 17 nations. Other than these stores, it offers through exchange accomplices, online channels and in addition through other premium retail locations. Apple likewise propelled the Apple virtuoso bar to specifically comprehend client issues inside the retail location itself. In this way, the centralization of Apple on its deals and administration dissemination is unbelievable.
6. **Margins** – One of the center preferences of Apple as an organization is the edges that it charges over its items. Being an innovative pioneer with top brand value, Apple keeps a powerful edge for itself to put resources into R&D and brand building.

WEAKNESSES:

1. **Matching Customer desires** – Being a main organization since 1980's Apple has a noteworthy piece of the overall industry and the buyer desire is experiencing the rooftop.

Individuals expect extraordinary things from apple quite a long time and keeping up these desire levels is difficult for anybody.

2. Incompatibility – A key issue in Apple as an organization is that a significant number of its items are contrary with outsider programming/extras. So in general, when you purchase a result of Apple, you enter the Apple universe and you need to proceed with Apple as it were. That has a gigantic effect on shopper basic leadership.

3. Dependency on couple of items – Apple has just 7-8 items in its portfolio in contrast with the different items that its nearest rivals Microsoft and Google have. Consequently the reliance of Apple on each of its items is high. On the off chance that one item bombs, then that is a 10% misfortune to Apple. Consequently, there is a typical request from Apple to expand its item portfolio.

OPPORTUNITIES

1. Apple autos – Naturally, with Facebook growing with Instagram, Oculus break, Whatsapp and others and Google extending in 10 diverse ways, Apple needed to discover some new items which Apple could dispatch. Apple is presently focused on Apple Car which should be propelled in 2020. Like whatever other result of Apple, we can expect awesome things from the Apple auto too.

2. Technological headway – In the innovation business, mechanical progression is dependably an open door. What's more, the one brand we can hope to influence innovation to its best is Apple. We can expect considerably more progressed MacBook's, iPhones, Ipads and Iwatches in the coming years.

3. The developing business sector – Apple is a developing organization in a developing business sector. Similarly essential to the organization is the rising GDP of creating nations, in

this way expanding utilization of such premium brands like Apple. Any organization which is developing needs a bigger market base and the market base is gradually being manufactured by means of region extension for Apple.

4. Iwatch and Apple TV – Two items which can build the nearness significantly further are the Iwatch and Apple TV, both of which are gone for the future, for when the computerized nearness increments. Apple Iwatch as of now has a half piece of the overall industry of Smart watches in US. (Goodell,n.d.,)

THREATS

1. Market entrance in Smartphone – One of the key dangers to Apple is the market infiltration by different brands in the Smartphone showcase. Android is eating piece of the pie like anything and as of now has 47.5% of the piece of the pie while Iphone is at 42% piece of the pie. Android is being utilized by Samsung, HTC, Lenovo and for all intents and purposes everybody who needs to enter the advanced mobile phone showcase. Normally Android being of Google (second most esteemed brand), Apple must be prepared for Smartphone rivalry.

2. Laptop rivalry – MacBook is clearly the best of the best. Be that as it may, so is Dell, as is Sony as is Lenovo. The opposition is regularly expanding in the tablet portions. Dell has presented some excellent models throughout the years including the Alien ware show. Along these lines, despite the fact that Apple as a brand is cherished by everybody, MacBook is confronting solid rivalry from different brands also.

PESTLE ANALYSIS

Political Factors Affecting Apple's Business

The most critical political outside components in Apple's remote/large scale environment show openings. This part of the PESTEL/PESTLE examination display demonstrates the impact of

associations, for example, the administration, on business. For Apple's situation, the accompanying are the most critical political outer variables:

1. Improving facilitated commerce arrangements (opportunity)
2. Stable legislative issues in created nations (opportunity)

Financial Factors Important to Apple

The majority of the monetary outer figures Apple's remote or full scale environment make openings. This part of the PESTEL/PESTLE investigation show demonstrates market and industry conditions that effect firms. For Apple's situation, the accompanying financial outside components are the most noteworthy:

1. Rapid development of creating nations (opportunity)
2. Stable economies of created nations (opportunity)

The financial security of most created nations makes open doors for organizations like Apple to extend their organizations. Nonetheless, the fast development of creating nations is more critical. For example, the high monetary development rates of Asian nations are real open doors for Apple to build incomes through deals in these remote markets. In light of this part of the PESTEL/PESTLE examination show, Apple must guarantee that it viably misuses these financial open doors.

Social/Socio-cultural Factors Influencing Apple's Business Environment

1. Rising utilization of portable get to (circumstance)
2. Rising utilization of online networking (opportunity)

The principle social/socio-cultural components recognized in this segment exhibit open doors for Apple. The pattern of the expanding fame of portable get to is an open door for Apple to keep

giving simple to-utilize cell phones. The firm has officially found a way to adventure this open door, for example, through the iPhone, iPad, and Apple Watch.

The fundamental social/sociocultural variables distinguished in this area display open doors for Apple. The pattern of the expanding ubiquity of versatile get to is an open door for Apple to keep giving simple to-utilize cell phones. The firm has effectively found a way to endeavor this open door, for example, through the iPhone, iPad, and Apple Watch. The rising utilization of online networking is likewise an open door since it builds interest for computerized gadgets like Apple items. In view of this part of the PESTEL/PESTLE investigation show, Apple has significant open doors in the social/sociocultural measurement of its business surroundings.

Innovative Factors in Apple's Business

For Apple's situation, the accompanying innovative outer variables are the hugest:

1. Cloud registering pattern (opportunity)
2. Technological combination (opportunity)
3. Growing applications showcase (opportunity)

Distributed computing is getting to be distinctly famous among people and associations. Apple can abuse this open door by offering cloud-accommodating gadgets and applications. Then again, innovative combination of gadgets is a noteworthy pattern. Apple can exploit this open door by proceeding with its procedure of giving items that can be consistently associated with each other. Moreover, the applications market is developing.

Biological/Environmental Factors

This part of the PESTEL/PESTLE examination show highlights natural concerns and their effects on business. For Apple's situation, the accompanying biological/ecological outside elements are the most critical:

1. Business supportability slant (opportunity)
2. Product vitality proficiency slant (opportunity)
3. Labor rights drift (opportunity) (Levy,1994)

Apple is as of now tending to the chance to keep up business manageability through reusing and related projects. Also, the organization ceaselessly looks for new innovative answers for enhance the vitality productivity of Apple items, for example, through enhanced batteries, processors, and segments that radiate less warmth.

Legitimate Factors that Limit Apple

This part of the PESTEL/PESTLE investigation demonstrates shows the effect of laws or controls on business. For Apple's situation, the accompanying are the most critical lawful outer components:

1. Increasing protection controls (opportunity and risk)
2. Increasing media communications controls (risk)

Governments understand the protection issues associated with advanced innovation utilize. Thus, more security directions are forced on organizations like Apple. This element is a risk since it makes new difficulties for Apple in creating items that include transmission of private data. Nonetheless, this component is additionally an open door for the organization to enhance item highlights that secure protection. Then again, governments are likewise forcing stricter media communications directions, which are a risk since they could possibly restrain the ease of use of Apple items.

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