



APPLE INC.

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Lecturer: Betty Burke

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ONOFRIO BRESCIA ID: 2019147

NICOLAS CANALI ID:2019143

SERGE BOGA ID: 2018955

REBIN HUSSEIN ID: 2019321

SAVERIO SGOBBA ID:

RICCARDO HERNIQUES ID:2018567



TABLE OF CONTENTS

- INTRODUCTION.....3
- BACKGROUND OF THE COMPANY.....4
- CHALLENGES BEFORE THE INTRODUCTION OF MODERN TECHNOLOGY...6
- INSIGHTS TO THE MODERN TECHNOLOGY INTRODUCED.....7
- THE IMPACT OF THE TECHNOLOGY INTRODUCED.....8
- LESSONS THAT CAN BE DRAWN FROM THE CASE STUDY.....10
- CONCLUSION.....13
- REFERENCE LIST.....14

Introduction

Apple Inc, is an American global organization with an emphasis on designing and assembling electronic devices and related programming products. Settled in Cupertino, California, Apple creates, sells, and supports a series of PCs, portable media players, PC softwares, and PC hardware accessories.



It is considered one of the big five companies in the U.S. information technology industry, along with Amazon, google, Microsoft, and Facebook.

Apple also offers an online store for equipment and software purchases, , as well as the iTunes Store, a complete offering of digital downloadable music, audiobooks , games, music recordings, TV shows, and films.

You don't really need to go through the web to discover the current degree of success of Apple Inc.. You can simply look around you to find a various number of Apple items. Regardless of whether they are as iPhone, iPad, MacBook, or macOS, every one of the items has an established market.

When you look at Apple's products, you'll immediately know that these products are beyond the era and this is the reason why it is widely successful.

BACKGROUND OF THE COMPANY

- Apple was founded by Steve Jobs, Steve Wozniak and Ronald Wayne on April 1st, 1976 to develop and sell apple I, Wozniak's first personal computer. Wayne soon sold back his shares to Jobs and Wozniak.
- incorporated as apple computer inc. in January 1977
- with a staff of designers, both Steve started a production line in Jobs' garage
- apple went public in 1980 achieving instant financial success. over the next years, apple introduced new computers featuring new innovative graphical user interfaces, such as Macintosh.



BACKGROUND OF THE COMPANY



- in 1985 Wozniak departs apple, while jobs resigns
- in the 90s the market of personal computers evolved and expanded, new competitors came up like the low budget Microsoft Windows.
- in 1997 the new Ceo Amelio leads apple to buy next solving a failed operating system strategy and bringing jobs back.
- Jobs goes back to be the Ceo in September 1997.
- Apple swiftly returns to be high profitable, rebuilding apple's status by launching the iMac and iPod and opening a retail chain of apple stores in 2001.
- in 2007 the company goes under the name of apple inc. launching the iPhone to critical acclaim and financial success.
- in 2011 Steve Jobs resigns due to health complications leaving the position of CEO to Tim Cook.

CHALLENGES BEFORE THE INTRODUCTION OF MODERN TECHNOLOGY

- In 2011 one of the problems of apple was that the iPhone 4s was looking like it was running out of steam (which is a videogame digital distribution service) and it was a marginal rather than a radical improvement over the last product (iPhone 4) meaning of the physical attributes and technological capabilities.
- Another problem that apple been having is the leadership challenge which is because they didn't have Steve jobs who was a leader with a superior vision and knew the technology, the market and the art, also he had the charisma to spread the message to the apple costumers making buzz campaign. Steve jobs was creating a message with a higher sense of purpose focused on the people and made sure that all data was concrete.
- Also, until then apple didn't really have much competition, but, then amazon released the new version of kindle reader which has been considered as a serious challenge for apples iPhone and iPad. also, apple had to face competition from googles android phones (this times google managed to integrate Motorola).
- Economy was also a challenge because in 2011 even though they had a strong brand among consumer its sales weren't going much high in places like Europe.
- Economy challenge. though apple enjoys a strong brand among consumers that makes demand for its products inelastic, its sales are sensitive to an impeding downturn, especially in Europe.

INSIGHTS TO THE MODERN TECHNOLOGY INTRODUCED

- In 1976, Apple released the first modern personal computer. Which separated it from all the other computer that did not come assembled, at the time.
- Introduced in 1984, came the Macintosh computers. Included built-in screen, a mouse , USB connection and the first Mac OS.
- It inspired not just other computer manufacturers, but makers of grilling machines, games consoles, steam irons and many other consumer products.

the biggest impact Apple was releasing the iPod and iPhone, they defined the all-in-one context.

iPod was released in 2001 and was great for how much music could be stored without any difficulties.

iPhone quickly became the standard for mobile phones in fact, according to Tech Radar, once Apple introduced the world to the iPhone in 2007, other phones became less popular.

Apple helped improve the workplace because of the simplicity but, most importantly, the efficiency. You can do everything on a Mac or iPhone like make a presentation, schedule meetings, emails and the list goes on



THE IMPACT OF THE TECHNOLOGY INTRODUCED

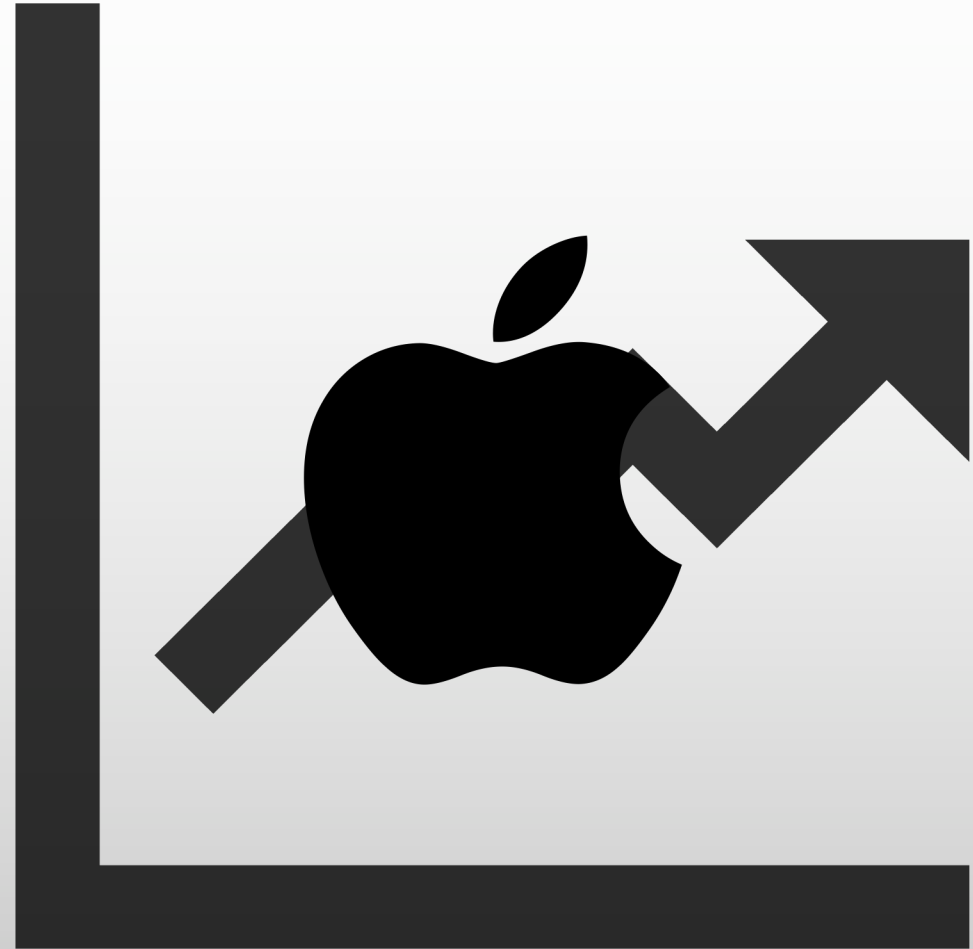
- In the computer hardware industry, technology is the most important factor affecting a company's success. Technological advancement and innovation provide you with better, faster and cheaper electronic products every year.
- According to apple inc.'s annual report, apple is engaged in "designing, manufacturing and marketing mobile communication and media devices, personal computers and portable digital devices music player, and sales of various related software and services
- Opportunity: increasing internet access (especially smartphones and tablets) will lead to the demand for equipment has increased. Apple may use these to expand sales opportunity and maintain its leadership position, as it's happening nowadays.
- According to the Gartner website, worldwide demand of the pc market is declining 0.1 percent from the second quarter of 2011. In the U.S., Pc shipments totalised 15.9 million units in the second quarter of 2012, which was a decline of 5.7 percent from the same period last year

THE IMPACT OF THE TECHNOLOGY INTRODUCED

- The threat: competitor's new products may lead to reduced demand for apple products. Acer and Asustek has begun to introduce mini-notebook computers, and may quickly enter the high-end tablet market. Technological change is happening very fast. If apple can't keep up with the pace of technological change, apple will be left behind by their competitors.
- iPhone, iPad and all other I products will continue to lead global media product demand. Apple is now the number one richest company in the world.

Johnson, et al. **"the innovative success that is apple, inc."** (2012) page 6.

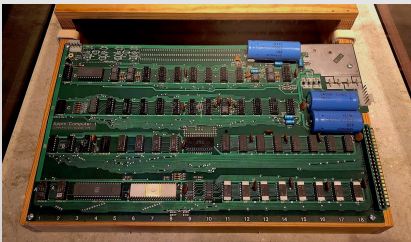
Lessons drawn from the case study



Apple's technology evolution

Apple I: Motherboard, needed a keyboard and a display.

1976



1984

Macintosh:
Computer with graphical user interface and mouse. It allows people to simply point and click.

iPod: Innovative Mp3: made Apple the first trillion-dollar company

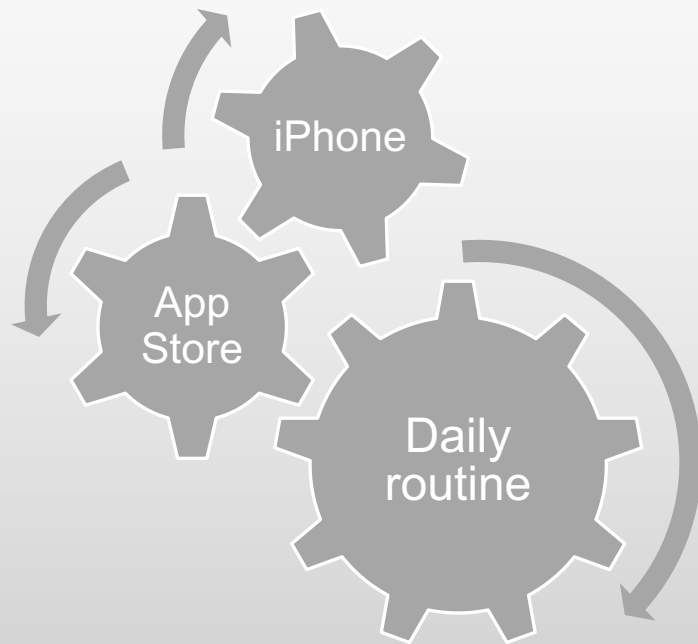
2001



2007

iPhone: A revolutionary mobile phone, an iPod with touch controls, and an internet communication device.

Apple's brand idea revolves around simplicity

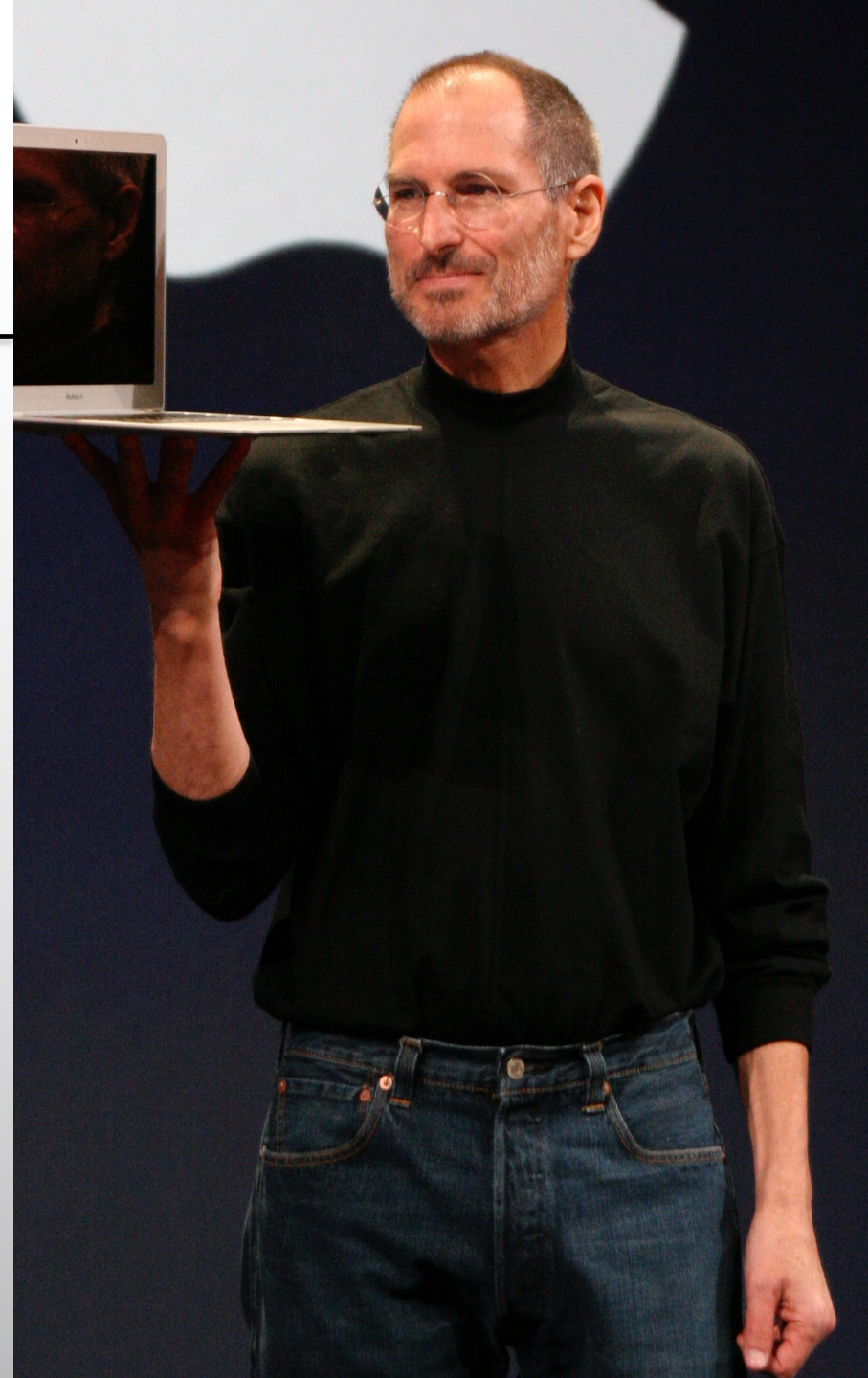


- 2008: App Store is launched
- iPhone becomes more than a phone, giving access to several useful apps
- Access to internet revolutionizes people's daily routine

“Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple” - Steve Jobs

Think different

- As Sinek S., (2019) states in his book, Apple's evolution and revolution don't come just from selling their products, but from sending the message that they think differently, showing it to us product after product.
- Transforming technology by making it so intuitive and functional that any person, from little kids to elder people, can understand and use it, might be the number one reason of why most of the people seem to relate so much on this company.
- Steve Jobs plan was to make technology so simple that everyone could have been part of the future and he went through with it.



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