

MOHAMMED RUKON AHMED
STUDENT ID :-1816020
SUBJECT:- ENTREPRENEUR

History :- Research to an entrepreneur of our choosing for example Steve Jobs (Apple). just a few examples of research. Steve Jobs was born on 24th february 1955 california in U.S.His spent childhood in Silicon Valley.His secondary has Crittenden Middle School. school was very poor and kids were bullied.His father had a Professor of Syrian Political Science and His Mother had a job speech therapist. Steve Jobs favorite hobbies from child/kid age playing electronics toys and playing with his dad. Steve Jobs was a very smart student,but he always bored feeling in only school on class time. For higher education In 1972 SteveJobs Attended Reed College in Portland,Oregan,his to visit India 1974s.He joined Homebrew computer club in 1975s.

Apple Founders:-

- 1) Steve Jobs
- 2) Steve Wozniak
- 3) Ronald Wayne

Introduction: Apple computer company was founded on 1st of April 1976 was, the location was at 1 Apple Park Way, Cupertino, California U.S.A. Apple park is a corporate Headquarters of Apple Inc as it was a partnership business. It's 1st product was Apple 1, Apple computer designed and hand built up by Wozniak and after that Apple 11, Apple iphone, ipod, Apple watch etc lots of products. The story behind the Apple logo was based in 1954 by Cyanide posting a half eaten Apple which was found with his body, About 45 years ago designed Android and IOS is eating Android for breakfast, lunch and dinner. One story is that it was to give a sense of scale. During 1975 -1985 between the 10 years pre-foundation Apple1 and company formation Apple11, Apple111, Apple IPO, competition from IBM PC, Xerox PARC, and Lisa Macintosh handover apple company, then Steve jobs, Steve Wozniak there both leave Apple 1985. During 1985-1997 between Sculley, Spindles, Amelio started to start corporate performances such as the Mac family and early mid was running until 1997. After Steve Jobs back to return 1997, then started with partnership for example Microsoft deal, imac, iBook and power macG4, mac os x, retail stores etc. In 2001-2007, they made ipods, itunes store, intel tranigition, ipod, moving on from colored plastics and the powerPC G3, Retail store expansion Apple and web services. During 2007-2011, ios evolution, iphone, ipod and resurgence compared to Microsoft. In 2011 to present, restructuring and Apple watches are available. On 12th of September 2017, Theater Apple was then introduced to the iphone 8 and iphone 8 plus. On 15th of June 2017 ios11 was introduced as well as versions of macs and tvs. On 12th September 2017 at the Steve Jobs theater, Apple introduced the iphone xs, iphone xs max and iphone XR. They also started running ios12 with improved facial recognition and HDR in the display as well as better cameras for all 3 phones.20th September 2019 apple introduced iphone 11pro and iphone 11pro max.

Apple Business Idea:- three steps to selling

1) this means gathering as much feedback, know your market, focus

Group, own invention idea, even among friends and family or should also compile data on similar, is one good way and competing products.

2) Do some legal legwork. if the invention is patentable go as far as possible to determine.

3) Apple products example apple watch, apple tv, iphone 11pro plus etc.

Apple Business Model: The business model of Apple developing, based on designing manufacturing and selling of computer software. The model determines the sale and marketing strategies of the company including branding, pricing, sales channels and potential partners. Apple's business strategy as of 2013 has been to maximize revenue and assets primarily by increasing sales and catering to existing demand. However it has not shifted focus from leading by innovation and is constantly launching new features in its products.

Apple Business Model 9 categories are listed

1) Key partnerships

2) Key activities

3) Customer relationship

4) Value propositions

5) Customer segments

6) Channels

7) Key resource

8) Cost structure

9) Revenue streams

Key Activities will coincide with revenue streams, now it is important to evaluate which

activities are key by adding or removing some and evaluating their impact.

Customer Relationships are followed by personal assistance, dedicated personal assistance, self-service and automated service. Communities and co-creation are the priority to identify the type of relationship he/she has with the customer. Loyal customers are relationships that the company should aim to invest in as they will yield steady revenue throughout the year.

Value propositions can be divided into two categories quantitative and qualitative, the value proposition brand/status, design, newness, price, cost and risk reduction, accessibility as well as convenience usability.

Customer segments are Mass Market, niche market, segmented, diversity and multi-sided platform market.

Channels to conduct an SWOT analysis on the channel. the company can identify and build up new customer channels.

Key resource for an entrepreneur is important to begin with listing your resources that give you a clear idea of what the final product is.

Cost structure:- Fixed costs that remain the same over a period of time and economics of scale are costs decrease as production increases or variable costs vary according to a variance in production and economies of scope costs are decreased by investing in business related to the core product.

Revenue streams can be created following ways to asset sale, usage, subscription fee, lending, renting, leasing, licensing, brokerage fee and advertising.

Business model most startups faith because entrepreneurs put all their faith in the idea of the product the organization exists to create. Loyalty to this product or service, successful new ventures do not go to market with their 1st idea, instead the product or service has usually gone through several iterations before arriving at the final version. Similarly, organisations are more sustainable than have considered several business models before deciding on a particular one.

The industry is currently dominated by Microsoft Windows, both in the home and the business sectors. However, the potential for the shifting of this market share has never been so high. Apple's strong marketing strategy over the past couple of years, including those well-known commercials everyone likes, has increased brand-recognition tremendously according to the Phoenix Business Journal who awarded Apple a spot in the top five for business branding in 2007. In addition, Apple's business practices have helped them. Business Model used as a

structure to analyse what made Apple successful 2003, as well as present a detailed examination of its original limitations. This case study facilitates a more holistic account of Apple's business model as a way of offering a detailed review of its strengths and weaknesses. Specifically, the case study considers how the Apple business model allows it to software, media and apps. Also hardware such as laptops, phones and tablets to drive growth. Apple's business model enables it to exercise unparalleled control over its end-to-end supply chain. Its physical supply chain relies deeply on suppliers flexibility to overcome the inherent limitations of having manufacturing and assembly facilities so far from the primary consumer markets. Also, Apple's association with unsafe and inhumane labor practices in

China has led to a growing assault against its brand image, trend that has caused.

Entrepreneurial skills are does Steve Jobs have to inherit in themselves as equal traits and those are many things that lead to their success.

- 1) Reality distortion field and Magical thinking
- 2) A great salesman
- 3) Connection to feeling
- 4) 365 days or 24/7 live it ,breathe it and love it.

Reality distortion field and magical thinking are millions of successful buyers/sellers having everyone tell them and make amazing things happen. It cannot be done by Steve jobs and entrepreneurs all their ideas and work at it.

Theories related to entrepreneurship to the realm of the entrepreneurs .The theory for innovation achievement,social changes theory,many more theories are available and status withdrawal for the entrepreneurs (Kuratko 2016).it will cover theories that are related to the story of the Apple.

Theory of innovation deals with the meaningful innovations of the entrepreneur.its made by the entrepreneur should affect a particular field.steve jobs ideas must have economic value and ideas should generate some of some new or that theory is focused in the life of steve jobs and His idea is generator.

Conclusion:-

The understanding of business models in this day and time is still in its early/mid stage and is not fully understood which means there are many more things for future research for example the framework could be used to evaluate the apples entries into new and different markets to get a clear view of how business models need to change in order to fit in with that particular market in different countries and cultures, another way for frameworks to be used is to compare the contrast between them and other companies such as Samsung, they do this to provide a solid understanding of the competition and need to know what they can do better so they can get more buyers. Another way for the business model, which is more in depth, is to see how Apple would redesign their models so it can reach the customers standards regarding social responsibility. The last one is to see how the market leaders are creative and supposedly doing a good job.

Reference:-

Isaacson, Walter (2011). *Steve Jobs. (also known as "iSteve: The Book of Jobs")*. Simon & Schuster (U.S.). ISBN 978-1-4516-4853-9, ISBN 978-1-4516-4855-3 (ebook)

Wozniak, Steve (2006). *iWoz: Computer Geek to Cult Icon: How I invented the personal computer, co-founded Apple and had fun doing it*. W. W. Norton & Co.. ISBN 0-393-06143-4

Butcher, Lee (1987). *Accidental Millionaire: The rise and fall of Steve Jobs at Apple*. Paragon House. ISBN 978-0913729793.

Deutschman, Alan (2001). *The Second Coming of Steve Jobs*. Broadway. ISBN 0-7679-0433-8.

Levy, Steven (1984). *Hackers: Heroes of the Computer Revolution*. Anchor Press, Doubleday. ISBN 0-385-19195-2.

Levy, Steven (1994). *Insanely Great: The Life and Times of Macintosh, the Computer that Changed Everything*. Penguin Books. ISBN 0-670-85244-9.

Simon, William L.; Young, Jeffrey S. (2005). *iCon: Steve Jobs, The Greatest Second Act in the History of Business*. John Wiley & Sons. ISBN 0-471-72083-6.

Stross, Randall E. (1993). *Steve Jobs and The NeXT Big Thing*. Atheneum Books. ISBN 0-689-12135-0.

Slater, Robert (1987). *Portraits in Silicon*. MIT Press. ISBN 0-262-19262-4. Chapter 28

Young, Jeffrey S. (1988). *Steve Jobs: The Journey is the Reward*. Scott, Foresman & Co.. ISBN 0-673-18864-7.

Schwartz, John (October 24, 1988). "Steve Jobs Comes Back". *Newsweek*. Palo Alto, California. p. Business. Retrieved October 20, 2014.

Rushe, Dominic (October 6, 2011). "Steve Jobs, Apple co-founder, dies at 56". *The Guardian*. UK. Archived From the original on June 19, 2013.