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SUBJECT:- ENTREPRENEUR

Research to an entrepreneur of our choosing for example Steve Jobs (Apple). just a few examples of research. Steve Paul Jobs born on 24th february 1955, San Francisco,california.U.s.His spent childhood in Silicon Valley.His secondary school is Crittenden Middle School.that school was very poor area and kids were bullied.Steve Jobs father was Syrian Political Science Professor and mother was worked as a speech therapist. Steve Jobs favorite hobbies growing up was working with electronics in his garage with his Dad. Steve Jobs was a smart student,but got bored with school.After graduating from High school in 1972.Jobs Attended Reed College in Portland,Oregan,his to visit India1974 for study eastern religion in the summer.He joined 1975 Homebrew computer club.
Apple Founders:-1) Steve Jobs 2) Steve Wozniak 3) Ronald Wayne
Apple Name:-On the naming of Apple, he said he was. On one of my fruitarian diets.He said he had just come back from, and apple farm.
In 1976 when Jobs was just 21 years old,Steve Jobs and Steve Wozniak started Apple computers in the job.

Introduction:- Apple computer company was founded on 1st of April 1976, located at one Apple Park Way.Cupertino,california U.S.Apple park is the corporate Headquarters of Apple Inc It was a partnership business.First product was the Apple1,That Apple computer designed and hand build by Wozniak after than Apple11,Apple iphone, ipod, Apple watch etc lots of product.Apple logo behind the story in 1954,by Cyanide posting. A half eaten Applewas found with his body, About 45 years ago designed Android and IOS is eating Android for breakfast ,lunch,dinner,one story is that it was to give a sense of scale.1975 -1985 between 10 years pre-foundation Apple1 and company formation Apple11,Apple111,Apple IPO,competition from IBM PC, Xerox PARC and the Lisa,Macintosh than Steve jobs and Steve Wozniak there both leave Apple 1985. 1985-1997 between Sculley,Spindles,Amelio are startup corporate performances,the Mac family,and early mid 1990s.1997 -2001 Apple's comeback Return of Steve Jobs ,then Microsoft deal,Imac,iBook and power macG4,mac os x, retail stores. 2001-2007,made ipods,itunes store,intel trangition,ipod,moving on from colored plastics and the powerPC G3, Retail store expansion Apple and web services.2007-2011,ios evolution,iphone,ipod and Resurgence compared to Microsoft.2011 presentRestructing and Apple Watch.
On 12th of september 2017,Theater Apple introduced the iphone8 and iphone8 plus.on 15th of june 2017 ios11,as well as versions of mac0s and tv 0s.12th september 2017 at the steve jobs theater,Apple introduced the iphone xs,iphone xs max and iphone XR,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 idea

- 1) Know your market, this means gathering as much feedback. own invention idea, focus group, even among friends and family or is one good way, should also compile data on similar and competing products.
- 2) Do some legal legwork. go as far as possible to determine if the invention is patentable.
- 3) Apple products example apple watch, apple tv, iphone 11pro plus etc.

Apple business model:-The business model of Apple based on designing manufacturing, developing 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 business strategy in 2013 has been to maximize revenue and assets primarily by increasing sales and catering to and existing demand, however 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 partnerships categorized as strategic alliance between competitors, relationships between suppliers and buyers and joint ventures

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 follows personal assistance, Dedicated personal Assistance, self-service, Automated service, Communities, co-creation. the priority is to identify the type of relationship he/she has with the customer Loyal customer 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 by conducting an SWOT analysis on the channel. the company can identify and build new customer channels.

Key resource for an entrepreneur, it 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, organization are more sustainable is they 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.

Apple 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

substantial damage to major market leaders in the past. In addition, the content supply chain has been easily replicated by competitors and, as such, facilitated the creation of rival multi-channel platforms. Apple's position is further complicated because it not only faces competition from rival ecosystems but also from itself because with each new product launch previous devices become redundant. Finally, we see that Apple's rather unsophisticated retailing strategy of forcing big box retailers to compete against its own retail stores places important constraints on its ability to grow.

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.

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.