

# **Background of the Organisation**

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# Who are Apple?



- One of the largest information technology company in the world
- Established April 1976 and founded in Cupertino, California, USA
- Apple crossed the US \$1 Trillion mark and after roughly two years the company has crossed the US \$2Trillion mark in market capitalization
- Apple's core value is to make the best products in the market and focus on selected products



# The Founders



- Apple was founded by Steve Jobs, Steve Wozniak and Ronald Wayne on April 1, 1976
- It was incorporated as Apple Computer, Inc. on January 3, 1977
- It was renamed as Apple Inc. on January 9, 2007



# Managers at Apple

- ▶ The IT Manager of Apple is KY Hoang
- ▶ The Marketing Manager of Apple is Varun Puri who looks after the Brand Marketing of the company.
- ▶ Apple reports a gap in the PayScale of the male employees and female employees each year.
- ▶ The company is bringing more and more opportunities for women into the company.

# Interesting Background Facts

- Apple name comes from founder Steve Jobs "like of the fruit"
- The logo was designed by Ronald Wayne
- The Bitten Apple logo did Rob Janoff



Logo History:  
Evolution of the Apple Logo



# Products of Apple



- Currently, Apple has iPhone, iPad, MacBook, Macintosh, Apple Watch, Apple Home pod, Air pods and Apple TV as their product line-up (Li, 2021).
- Apple has a big list of software also, iOS, Mac os, final cut pro, watch os, tv os, iPad os, I Life, Siri, Shazam and so on.

# Products of Apple

In the history of Apple Macintosh computers, MacBooks and iPhones are the three most important and influential products that they have made (Ng et al., 2018).

There are three other products, iPad, Apple Watch and Siri which have revolutionized the whole game of smart products.

# Apple's last 5 years financial records

|            | 2021    | 2020    | 2019   | 2018    | 2017   |
|------------|---------|---------|--------|---------|--------|
| Profit     | 152,836 | 104,007 | 97,704 | 101,983 | 86,870 |
| Net income | 94,680  | 57,411  | 55,256 | 59,531  | 48,351 |

# References

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