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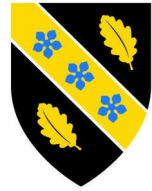
University of Wales

Trinity Saint David

Digital skills and research methods

Module code: BMSW4003

Lecturer: Olusoyi Ashaye



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Think different

36

Apple Inc.



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University of Wales Trinity Saint David

Student name	Student ID
1. Marius Ciaunica	1917410
2. Cristian Cojocaru	1917413
3. Stefan Sorin Costache	1917417
4. Iulian Cocolos	1917696
5. Meda Meskauskaite	1917688
6. Nedas Preisagalavicius	1917692



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1. Introduction

Apple Inc. is a company located in Silicone Valley, with the head office situated in Cupertino, California USA and is well known in the IT and Computing industry, by being the first company to introduce the first PC in the world and with a very large product range. From PC's to mobile phones and to software development Apple is in the first place in the IT industry, being very successful specially in the PC range with it's own operating system and with the MAC line of products, being well ahead of it's major competitor Windows developed by Microsoft



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2. Background of the organization

Apple Inc. has been founded by Steve Jobs, Steve Wozniak and Ronald Wayne on 1st of April 1976. They started by putting together a minicomputer in their garage which has revolutionised the computer industry at the time. Later in 1977 the Apple II was released which had colour graphics, floppy disk and with the VisiCalc software which was Apple's "killer application". In 1980 they launched Apple III which was a complete failure and didn't work very well. In 1984 they launched the Macintosh series in which includes the first portable computer, and they still develop these series today being called iMac. In 2001 Apple launched the iPod 1st generation and later in 2007 they launched the first generation of iPhone which it was using their own operating system and including a multi touch screen. iPad has been introduced later in 2010 and had besides Apple's own operating system it had included features as Bluetooth and Wi-fi and it was the first tablet that they produced. In 2011 Apple introduced the online storage platform for photos, music, files and software called iCloud which it has seen a significant rise in users lately.

The sectors or industry's in which the company operates are: Computer Hardware, Computer Software, Consumer electronics and digital distributions.

Despite having very big competition from companies like Microsoft or Android, Apple it's still classed as no 1 one in the world for its products by having a very strong growth in the mobile phones and tablets industry, as well its cloud service is seeing a quick increase in users to boost its revenues.

For 35 years Apple has been leading the IT industry and it's been a trend-setter being able to adapt and foresee the future by bringing new and innovative ideas and concepts. The "motto" of the company is "think different" which from having a different approach in this sector and being innovative they've been and they are very successful.



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3. Challenges before introducing modern technology

Apple's success has been driven by the relentless appetite of consumers for the company's latest and greatest products, especially the iPhone. Unfortunately, sales of Apple phones are falling and this legendary American manufacturer is beginning to resemble other retailers that have been pushed to the wrong side of the demand curve by unreasonable self-confidence. Market experts have been predicting for some time that raising prices to compensate for a large lack of innovation is not the right business strategy. Sadly, Apple continues to follow this path - at a WWDC conference a few days ago, Californians unveiled minor iOS updates, highlighting a completely unbelievable "dark mode" that replaces the white background in apps with black, as well as a few new new factory applications for the phone and watch, offsetting the decline in iPhone sales by embracing the new image of a "digital services" company. Apple's current situation is just the beginning of the manufacturer's sunset. Paradoxically, even Steve Jobs himself predicted this at the beginning of his career, arguing that if the company took the path of the then popular Xerox and IBM, it would turn away from the innovations that led to such success. The truth is that Apple's problems are much deeper than their phone sales. The company's challenges come together in one common fact - Apple is not innovative in any area. It does not introduce any innovations - neither smart, nor applications, nor smart devices and even stores. Until things change, we will be able to watch the company collapse.

Here are the most noticeable areas where Apple is lagging behind:

1. Foldable smart.

The American giant lags far behind competitors in several categories, but especially in hardware.

2. Artificial intelligence and smart technologies.

Consumers are becoming increasingly dependent on voice-controlled smart speakers, but according to the latest data, Apple's voice assistant, Siri, lags far behind alternatives to Google and Amazon.

3. Apple stores.

Angela Ahrendts, Apple's head of retail, recently left the company for undisclosed reasons.

4. Apple Watch.

Apple still remains the leader in the digital wear category, selling as many as 12.8 million Apple Watches in the first quarter alone.

5. Apple as a service company.

There's a lot of talk about how Apple has changed its business course 180 degrees, abandoning the 18-year-old and legendary iTunes Store and focusing on a number of different subscription applications for online music, movies, and podcast services.



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4. Insights of modern technology

Be intuitive

When Steve Jobs asked Tim Cook to join Apple, the Californian company was on the edge of collapse. Cook weighed the evidence, and it quite clearly told him not to take the job. “But my intuition was saying something different,” he said. Cook followed his hunch. He now leads the most successful tech company in the world. Apple Chief Design Officer Jony Ive also agrees in the value of having a little faith. For example, when designing iPhone X, he recently admitted that for much of the design process, the technology to recognize faces didn’t work. “You got to ... know [a problem] can be solved,” he said. Though much of that resolve could be seen as coming down to “faith.”

Easy come, easy go

Cook warned startup entrepreneurs not to put their faith in venture capitalists. “If a venture capitalist ever asks you about an exit plan, you should get up and leave the room,” he argues. The idea is that you need supporters who will work with you for the long haul, not push for an early cash out.

Immigration is good

Cook has spoken up to argue against reactionary anti-immigrant steps. There’s a good reason why he does: As a global company, Apple wants to attract the very best employees to its team. Intelligence is good for business. Rather than creating walls to such recruitment, the Apple CEO argues that business leaders should try to “monopolize the world’s talent. “I’d want every smart person coming to my country because smart people create jobs,” he says.

Diversity is everyone

Apple's vice president of diversity and inclusion, Denise Young Smith, says this on diversity: “Diversity is the human experience. I get a little bit frustrated when diversity or the term diversity is tagged to the people of color, or the women, or the LGBT,” she says. The issue is “representation and mix.”

Coding as a second language

Apple wants the world to code. That’s why it supports big pro-coding initiatives. This isn’t just about persuading people to build apps using Swift (though that’s an evident part of it). It’s because as code becomes key to so many of our interactions, it is also becoming a way for the enterprise, like any individual, to express itself. “Creativity is in the front seat; technology is in the back seat,” Cook says.

Think difference

If you are launching a company, it is helpful to listen to voices outside of your own echo chamber. “Recruit the friends of yours who are not like you,” Cook says. Engineering firms need input from liberal arts people, a U.S. firm needs to bring in people on board who have an international perspective. The common thread needs to be a shared desire to “change the world” by creating a product or service. “If you can find that collection of people ... that is the kernel of a successful company,” Cook says.

Listen to your customers

Apple has famously always avoided focus groups when it comes to product design and development. The company’s position has always been that customers don’t necessarily know what they need until it is presented to them. Apple does listen to feedback — Cook spends an hour each day going through customer emails, and part of what Apple retail stores do is listen to and gather real feedback from real product users.



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4. Insights of modern technology Continued

First is good, but best is better

"We don't give a rat's about being first. We want to be the best and give people a great experience," Cook told The Independent. I'd argue this to be the product design equivalent of an old engineering adage, "Better is not necessarily better than best," and that's why cutting-edge product design is more about thinking through implementation than racing to be first with a new "thing."

Care counts

The central principle to product development at Apple is to build solutions that people at the company "want to use," Cook says. The argument is that if you want to use it, others will do so, too. A second point is to make sure those products are created with care. "I think we sense care in the same way we sense carelessness," Ive told The New Yorker.

Change happens

Discussing iPhone X with Japanese fashion and design site Brutus Casa, Ive hinted that product design cannot stand still. "We have a lot more big ideas, and we are already working on them. [...] Rather than one ending of the iPhone, it is rather a new chapter and the beginning of its development," he says.

Materials are precious

Today's electronic devices are packed with incredibly rare raw materials. Apple's approach to using those materials is best explained by Ive, who told The New Yorker that one reason why Apple puts lots of effort into internal component design is because "materials are precious, and if we are going to be a good responsible custodian of translating them from a raw material to a final product, they should be treated seriously."

Think things through

Apple's decision to introduce ARKit in iOS 11 is opening up new opportunities for developers, but work toward that end began several years ago. That's why hundreds of millions of existing Apple products are already capable of supporting these tools. That took a lot of thought and effort. The company figured out how to provide both the tools and the market its developers needed to begin creating AR apps, then planned how to do so.

Be ruthless

One lesson Cook picked up from his old boss, Steve Jobs, is the need to be "ruthless" when choosing what to focus your energies on. "You can only do a few things well," he says. When a business professional tries to do too many things, they "will not do great work."

Be nice

There are still some who run their businesses on the basis of fear. Cook doesn't think that's the best way to get the best out of any situation. "Life would be so much easier if we just treated everybody with dignity and respect. You think about all the problems in the world — half of them would be solved with just that! Life would be so much better," Cook says.

The CEO role has changed

Running a big business in the modern era isn't all about revenues, profits and shareholders. Cook says company chiefs must be authentic and engaged with the world, arguing that most



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5. Impacts of modern technology

Apple's Strengths

- Apple's Strengths
- This part of the SWOT analysis structure distinguishes the strengths that empower the company to conquer weaknesses, make the most of chances, and withstand dangers in its business condition.
- These strengths are inner variables explicit to the conditions inside the business association.

Apple Inc's. Weaknesses

- In this part of the SWOT analysis, the accentuation is on the weaknesses or insufficiencies of the company.
- Weaknesses are inner components that are impediments to business development.
- The accompanying business weaknesses are the most prominent on account of Apple:
- Constrained dissemination arrange
- High selling prices
- Dependence of sales on top of the line market sections



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6. Lessons drawn from the case study

- Apple was first founded on April 1, 1976 in California. The company for 30 years was named as Apple Computer but it changed its name to Apple on January 9, 2007 as it wanted to expand to the consumer electronics market and do not only stay in the computer market.
- Furthermore, the company for the year 2010 employs 46,600 full – time employees and 2800 temporary employees and contractors.
- Apple is producing innovative, quality and easy to use products. The innovation made Apple such a powerful company. This is obvious if we look its past: 1970-2001-Apple was making changes only to its computers (face-lift), end of 2001-Apple introduced iPod, June 2008- Apple introduced the cinema displays, March 2007- Apple developed Apple TV, June 2007- Apple entered the Mobile Market with iPhone, 2010- Apple introduced iPad.
- Every year Apple spent around \$1.5 billion for the development of new products
- Apple has a very powerful brand loyalty.
- as Apple decided to make a contract with one carrier, it will lose the loyal customers from other carriers

Apple's hardware and software products and services are very complex and high technology that most of the times contain defects such as 'bugs'.

Apple has very high prices in its products, so its affordable to not all customers.



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7. Conclusion

Apple currently earns 90% of its profits and 60% of its revenue by selling just 20% of its units in the smartphone market, and its average phone price is at least three times higher than its nearest competitor, Android. Apple also accounts for more than 50% of the PC market profit by selling just 6% of the Mac line PC market. Meanwhile, sales of computers from other manufacturers are falling, while Apple is growing slightly.

The Apple is a truly impressive creatively using the latest technology. Customers are fascinated by the well-constructed lightweight and slim body devices with high-resolution screen that reproduces rich images, and a smart touchpad with last test software technology.



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- Marketing Essay. [online]. Available from: <https://www.ukessays.com/essays/marketing/a-case-study-and-analysis-on-apple-inc-marketing-essay.php?vref=1> [Accessed 6 May 2020]. nny Ive and Vice President Denise Young Smith.



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What has everyone done

Student name	Student ID no	Content number
1. Marius Ciaunica	1917410	1, 2
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Speaker notes

Marius Ciaunica

In the first 30 years of activity the company was called Apple Computer, Inc., and as of January 9, 2007 – Apple, Inc.

Apple's head office is 1 Infinite Loop, Cupertino, CA 95014, USA.

It was established on April 1, 1976 in Cupertino, California and the founders were Steve Jobs, Steve Wozniak and Ronald Wayne. Everything started in Wozniak's garage when he developed the idea of building his own computer after he's seen one at the local club for IT passionates.

Object of activity : Apple Inc.'s business area is the design, manufacture and sale of personal computers, mobile communication devices, portable digital music, video players, as well as a variety of software programs for them, services, peripherals and network solutions. Apple Inc. sells its products worldwide through its online retail stores, direct sales, wholesalers and other third parties. In addition, the company markets a wide variety of third-party products compatible with iPhones, iPods and Macintosh computers that include: software applications, printers, storage devices, speakers, headphones and various other accessories and peripherals through online stores and retail stores, as well as digital content and applications through the iTunes Store[®]. The company sells to ordinary consumers, small and medium-sized enterprises, educational, governmental and creative institutions. The company's fiscal year consists of 52 or 53 weeks and ends on the last Saturday in September.

The company's mission is committed to bringing in to market the best personal computers, mobile communication devices, portable digital music and video experience for consumers, students, teachers, companies and government agencies through its innovative equipment, software, peripherals, services and offers of original Internet applications.

In this days Apple became a very profitable company, very competitive, and always innovative guiding themselves after the famous apple logo "think different". For 35 years Apple has been leading the IT industry and it's been a trend-setter being able to adapt and foresee the future by bringing new and innovative ideas and concepts. The "moto" of the company is "think different" which from having a different approach in this sector and being innovative they've been and they are very successful.



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Speaker notes

Cristian Cojocaru

ADVANTAGES of APPLE SYSTEM

Windows remains the most popular and available operating system in the world. But macOS has been gaining a considerable traction. This Unix-based operating system developed exclusively for the Macintosh line of computers has become one of the hallmarks of the Apple brand. Apple loyalists would argue that their MacBook laptops or Mac desktop computers outcompete other operating systems due to the seamless integration of macOS with top-of-the-line hardware specifications. Naysayers have a different contention however. Some would argue that macOS is severely limited compared to Windows. Others would also argue that the operating system and the entire Mac computer from Apple is too expensive. To each his own nonetheless. macOS has several advantages that make it superior to Windows and other operating systems. It also has disadvantages that would seem to make Windows a better alternative. Below are the reasons why you should or should not use macOS:

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To each his own nonetheless. macOS has several advantages that make it superior to Windows and other operating systems. It also has disadvantages that would seem to make Windows a better alternative. Below are the reasons why you should or should not use macOS:

ADVANTAGES OF MACOS: WHY YOU SHOULD BUY A MAC COMPUTER

1. Simple but powerful user interface: Both macOS and Windows have easy-to-use graphical user interface or GUI. But OS X offers a more straightforward approach to computing. Those who are accustomed with the GUI of iOS found in iPhone and iPad will find macOS somewhat familiar.

The user workflow of macOS is similar with iOS. For example, installing and launching iOS apps are almost the same in macOS. This is also true for updating or deleting apps. Unlike in Windows, there is no need to go through folder paths or create shortcut icons for quick access. Note that apps are readily available via the App Store and once installed, they are housed in a centralised app drawer called the Launchpad. A single folder destination called Application also houses further details and components related to each app. A simpler GUI could be appealing to individuals who just want to get their work done. Be reminded, however, that almost all operating systems are not intuitive by default. What sets macOS apart is that it is clean and upfront.



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Speaker notes Cristian Cojocaru continued

. Fewer viruses and other security issues: One of the advantages of macOS is that it is considerably safer than Windows. Of course, some Apple loyalists would argue that Macs are completely invincible from viruses or malware. This is no longer true. Far fewer security issues exist for macOS nonetheless. Some Mac users get by just fine without any antivirus apps. This means that this OS is less susceptible to viruses and malware than Windows. It is also worth mentioning that Windows requires more maintenance than macOS—from scheduling and running antivirus scans to updating drivers and patching applications. Windows is also rattled with clutter and bloatware issues.

3. Seamless integration between OS and hardware: Apple is both a software developer and a device manufacturer. This means that they have optimised the macOS to work seamlessly with all of the hardware components of a Mac device. It also ensures that all hardware components work hand-in-hand. There are many reputable manufacturers of Windows laptop and desktop computers. However, there are also other manufacturers who merely assemble hardware components from various original equipment manufacturers. Some of these assemblies have compatibility or optimisation issues resulting in poor operation efficiency and short computer longevity. Some seasoned Mac users would attest to the fact that their computers have a lengthier lifespan than Windows-based computers. There is some truth to this claim. The seamless integration between macOS and hardware means that the overall operation of a Mac computer is efficient.

DISADVANTAGES OF MACOS: WHY YOU SHOULD NOT BUY A MAC COMPUTER

1. Mac computers are considerably expensive: The fact remains that Apple sells expensive computers whether it is the new MacBook Pro with Retina or a Mac Mini. This is more noticeable when comparing the price point of Mac computers with their Windows counterpart. Take note that the base model of a 13-inch MacBook Pro with Retina retails at \$1,299.00 while the 15-inch base model retails at \$1,999.00. The base model of the low-spec Mac Mini sells at \$499.00 while the base model of the flagship Mac Pro sells at \$2,999.00. This is a considerable disadvantage of macOS. The high price tag of Mac computers easily puts off budget-conscious consumers. Remember that Mac computers come with macOS. In other words, one can only access a legit macOS software by buying a Mac computer.

2. Inflexible when it comes to hardware upgrades: A standard Mac computer cannot be upgraded easily because most of its hardware components are integrated both at a design and engineering levels. This is a macOS disadvantage that is unacceptable for hobbyists. On the other hand, a Windows computer lets users upgrade whatever they like. A user can build and design his or her computer based on his or her preference or usage requirement just by purchasing and installing necessary hardware components. Upgrading the hardware is also useful for extending the lifespan of a computer. Although a Mac computer has a lengthy lifespan due to hardware integration and optimisation, a component failure can leave the entire device inoperable, thus requiring repair from Apple tech support.

3. Lack of game titles and advanced gaming experience: There are more game titles available for Windows than in macOS. This is another noteworthy disadvantage of macOS. Some titles from independent producers that have gained large followings are unavailable for Mac computers. Hardware is also an issue. As mentioned, Windows computers offer more flexibility when it comes to upgrading hardware components. This means that a Windows-based desktop can easily adapt to changing gaming requirements by buying necessary hardware components. Upgrading hardware is impossible with Mac computers. Regardless if a particular game title is available for both Windows and macOS, this means that gamers would not get a cutting edge gaming experience from a Mac. It is also worth mentioning that Windows has more hardware support from manufacturers. This makes it a better operating system for gaming. Simply put, macOS is not for gamers.



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Speaker notes

Stefan Sorin Costache

Apple Inc., set up in 1977, is the biggest technology company by income and one of the most important organizations, both regarding market capitalization and brand value, on the planet. The company has changed the smartphone market and has made one of the most famous brands ever. Mac has fabricated its business by selling and assembling PC equipment and programming, yet experienced critical development and accomplishment by entering purchaser gadgets market with iPod, iPad and iPhone products (Sammut-Bonnici, & Galea, 2015). The company structures, makes and markets smartphones, tablets, PCs, wearables and accessories, and offers many related services including financial services.

The principle company's item is iPhone, which runs on Apple's iOS working framework and records for 54.7% of the all out company's income. In 2019, the company presented three new iPhones: iPhone 11, iPhone 11 Pro and iPhone 11 Pro Max. Macintosh products are the second biggest company's item class by income, creating 9.9% of the complete company's income. Macintosh products incorporate MacBook Air, Mac small scale and Mac Pro and run macOS working framework. iPad class, which incorporates iPad, iPad Pro, iPad Air and iPad small scale products, represents 8.2% of the absolute Apple's income (Johnson, Phan, Singer, & Trinh, 2012). The remainder of the company's products incorporate wearables, home and accessories, which represent another 9.4% of the income and is the quickest developing Apple's item classification, developing by 41% in 2019.



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Speaker notes

Stefan Sorin Costache

continued

Apple's Strengths

This part of the SWOT analysis structure distinguishes the strengths that empower the company to conquer weaknesses, make the most of chances, and withstand dangers in its business condition. These strengths are inner variables explicit to the conditions inside the business association. For this situation, coming up next are the most striking strengths of Apple Inc.:

- Solid brand picture
- High net revenues
- Viable rapid innovation processes

Apple is one of the most significant and most grounded brands on the planet. With regards to this SWOT analysis, the company is equipped for presenting gainful new products by ideals of its solid brand picture. Also, Apple's marketing blend or 4P includes the top notch valuing methodology, which accompanies high net revenues (Johnson, Phan, Singer, & Trinh, 2012). This inside key factor is a significant quality since it amplifies benefits, in any event, when deals volumes are constrained.

Apple Inc's. Weaknesses

In this part of the SWOT analysis, the accentuation is on the weaknesses or insufficiencies of the company. Weaknesses are inner components that are impediments to business development. The accompanying business weaknesses are the most prominent on account of Apple:

- Constrained dissemination arrange
- High selling prices



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Speaker notes

Julian Cocolos

Apple's success has been driven by the relentless appetite of consumers for the company's latest and greatest products, especially the iPhone. Unfortunately, sales of Apple phones are falling and this legendary American manufacturer is beginning to resemble other retailers that have been pushed to the wrong side of the demand curve by unreasonable self-confidence. Market experts have been predicting for some time that raising prices to compensate for a large lack of innovation is not the right business strategy. Sadly, Apple continues to follow this path - at a WWDC conference a few days ago, Californians unveiled minor iOS updates, highlighting a completely unbelievable "dark mode" that replaces the white background in apps with black, as well as a few new new factory applications for the phone and watch, offsetting the decline in iPhone sales by embracing the new image of a "digital services" company. Apple's current situation is just the beginning of the manufacturer's sunset. Paradoxically, even Steve Jobs himself predicted this at the beginning of his career, arguing that if the company took the path of the then popular Xerox and IBM, it would turn away from the innovations that led to such success. The truth is that Apple's problems are much deeper than their phone sales. The company's challenges come together in one common fact - Apple is not innovative in any area. It does not introduce any innovations - neither smart, nor applications, nor smart devices and even stores. Until things change, we will be able to watch the company collapse.

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Speaker notes

Meda Meskauskaite

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The Apple is a truly impressive creatively using the latest technology. Customers are fascinated by the well-constructed lightweight and slim body devices with high-resolution screen that reproduces rich images, and a smart touchpad with last test software technology.

True, for some, such a move is just another example of Apple's disorganized and backwardness. "Etc.), which requires real innovation. In order to maintain its leadership and reputation as a technology innovator, Apple must not limit itself to small improvements, the creation of analogues of products already on the market, and the regrouping of existing services. Apple will have to introduce a new category of products that no one knows about, but without which people will not be able to live and as soon as possible. While Apple's true supporters will wait a bit longer, the legendary American company has brought innovation to the top. Without innovation, Apple cannot exist.

After analyzing Apple Inc.'s corporate period, examining a variety of internal and external issues, management functions, and the housing of successful decision-makers in organizations, confirm that the company is operating, not deviating from its objectives. The organization is successful, it brings big profits. All this has led to successful decision-making. In order for an organization to work successfully, its manager must make decisions that determine the future of the company. Thus, the current situation of Apple Inc. only proves that the decisions made by the organization are successful and correct. Leader Steve



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Speaker notes

Nedas Preisagalavicius

Every year Apple spent around \$1.5 billion for the development of new products in order to keep the existing customers satisfied and recruit more new ones. [3]

Apple has a very powerful brand loyalty. As it is one of the most profitable and healthy companies in the World, it managed to adopt a large amount of loyal customers. [1]

This happened because Apple periodically, provides updates to all its application and operating systems not only for the Mac computers but for Iphone, Ipad etc. With this way Apple keep the customers satisfied and willing to buy its new products. [3]

The key success for Apple is its dedicated personnel and more specifically the CEO team. This team includes all the executive team(Steve Jobs, Andrea Jung, Arthur D. Levinson, Millard S. Drexler) and the employees in technical, marketing and staff positions.[2]

Steve Jobs, the Chief Executive Officer and Co-founder of Apple Inc. plays a vital role inside the company. During his absence (1985-1996) Apple experienced many financial problems. However, when Steve Jobs came back to the company in 1996, he focused on developing new ideas and in 2001 he introduced iPod which is making a lot of profit to the company. Therefore, Steve Jobs is definitely a strength for Apple.[2]

Apple developed a partnership with Intel® microprocessors in June 2005. This was very useful for Apple because it is addressed in a wider market. Furthermore, as Steve Jobs specified 'Intel is the strongest processor roadmap'. Therefore from then until now, Apple computers is much stronger and more stable.[4]

Apple has managed to adopt loyal customers through its stable and reliable products. Therefore, in order to make some profit in the introduction phase of its product, it announces a pre-order technique in order for the innovators to pre-order the product and pre-pay it. With this technique Apple gain a large amount of money and invest them in other areas.

WEAKNESSES:

Apple's hardware and software products and services are very complex and high technology that most of the times contain defects such as 'bugs'. For example, when iPhone 4G came to production, everyone was complaining about the signal when they make a call. Therefore, Apple introduced an update to fix the problem. However, there is no guarantee that Apple is able to detect and fix all the defects in its products and services.[3]

This failure results in harming its reputation and sometimes losing customers because they are not satisfied.[3]

In the US, Apple has made a contract with a specific carrier for selling and promoting iPhone. If this carrier cannot compete with others in the U.S. market concerning the quality, coverage and pricing or if he cannot promote iPhone correctly into the market so as for the customers to buy it, then this will have a negative impact on the sales and the profit for the company as it will not sell enough units.[3]

Furthermore, as Apple decided to make a contract with one carrier, it will lose the loyal customers from other carriers

Steve Jobs, is simultaneously a strength and a weakness. During the departure of Steve Jobs from the company, Apple was facing many financial problems because it did not have any innovative products. Therefore, if Steve Jobs leaves again from the company then it might face the same problems. Therefore Steve Jobs is both a strength and a weakness.[2]