Apple Inc., incorporated on January 3, 1977, is headquartered in Cupertino, California. The company specializes in designing, manufacturing, and marketing a wide range of consumer electronics, software, and services, including its flagship products such as iPhones, Macs, iPads, and wearables, along with digital content. As of September 24, 2022, Apple employed approximately 164,000 full-time equivalent employees and reported total net sales of $394.3 billion for the fiscal year 2022. The company is publicly traded on NASDAQ under the ticker symbol AAPL.

In terms of revenue breakdown, Apple’s business segments are dominated by the iPhone, which accounts for 52% of total revenue. Services contribute 20%, while the Mac and Wearables, Home and Accessories each represent 10%. The iPad accounts for the remaining 8%. Performance evaluations for 2022 show that iPhone sales increased from $191.973 billion in 2021 to $205.489 billion, driven by strong demand. Services revenue also grew significantly, from $68.425 billion to $78.129 billion, reflecting increased usage and subscriptions. The Mac segment saw an increase from $35.190 billion to $40.177 billion, attributed to higher sales, while Wearables rose from $38.367 billion to $41.241 billion, bolstered by new product launches. Conversely, iPad sales decreased from $31.862 billion to $29.292 billion, primarily due to market saturation.

Geographically, Apple’s sales are distributed as follows: the Americas account for $169.658 billion (43%), Europe for $95.118 billion (24%), Greater China for $74.200 billion (19%), Japan for $25.977 billion (7%), and the Rest of Asia Pacific for $29.375 billion (7%). In the Americas, sales increased due to higher iPhone and service sales. In Europe, growth was impacted by unfavorable currency fluctuations. Greater China experienced growth driven by strong iPhone sales, while Japan saw a decrease in sales attributed to the weakness of the yen. The Rest of Asia Pacific reported increased sales, primarily due to higher iPhone and Mac sales.

Overall, total net sales increased by 8% from 2021 to 2022, largely fueled by robust iPhone and service sales. A SWOT analysis of Apple reveals its strengths in brand loyalty and a diverse product portfolio, while weaknesses include a high dependency on iPhone sales. Opportunities for growth lie in expanding services and entering emerging markets, whereas threats include intense competition and potential supply chain disruptions. No specific credit rating information is provided in the context.