## Company Overview

**Formation Date:** : Apple Inc. was incorporated on January 3, 1977.

**Headquarters:** : Cupertino, California, USA.

**Business Description:** : Apple designs, manufactures, and markets consumer electronics, software, and services, including iPhones, Macs, iPads, wearables, and digital content.

**Employee Count:** : Approximately 164,000 full-time equivalent employees as of September 24, 2022.

**Latest Revenues:** : Total net sales for 2022 were $394.3 billion.

**Stock Exchange Listing:** : Listed on NASDAQ under the ticker symbol AAPL.

**Market Capitalization:** : Not specified in the provided data.

**Number of Offices:** : Not specified in the provided data.

**Clients:** : Apple serves a global customer base, including individual consumers and businesses.

## Business Segment Overview

**Revenue Breakdown:** :

- \*\*iPhone\*\*: 52% of total revenue

- \*\*Services\*\*: 20%

- \*\*Mac\*\*: 10%

- \*\*Wearables, Home and Accessories\*\*: 10%

- \*\*iPad\*\*: 8%

# Performance Evaluation

**iPhone:** : Increased from $191.973 billion in 2021 to $205.489 billion in 2022, driven by strong demand.

**Services:** : Grew from $68.425 billion in 2021 to $78.129 billion in 2022, reflecting increased usage and subscriptions.

**Mac:** : Increased from $35.190 billion in 2021 to $40.177 billion in 2022, attributed to higher sales.

**Wearables:** : Increased from $38.367 billion in 2021 to $41.241 billion in 2022, driven by new product launches.

**iPad:** : Decreased from $31.862 billion in 2021 to $29.292 billion in 2022, due to market saturation.

## Geographic Sales Breakdown

**Americas:** : $169.658 billion (43%)

**Europe:** : $95.118 billion (24%)

**Greater China:** : $74.200 billion (19%)

**Japan:** : $25.977 billion (7%)

**Rest of Asia Pacific:** : $29.375 billion (7%)

## Regional Analysis

**Americas:** : Sales increased due to higher iPhone and service sales.

**Europe:** : Sales growth impacted by currency fluctuations.

**Greater China:** : Growth driven by strong iPhone sales.

**Japan:** : Sales decreased due to yen weakness.

**Rest of Asia Pacific:** : Increased sales attributed to iPhone and Mac.

## Year-over-Year Sales Change

- Total net sales increased by 8% from 2021 to 2022, driven by strong iPhone and service sales.

## SWOT Analysis

**Strengths:** : Strong brand loyalty, diverse product portfolio.

**Weaknesses:** : High dependency on iPhone sales.

**Opportunities:** : Expansion in services and emerging markets.

**Threats:** : Intense competition and supply chain disruptions.

## Credit Rating

- No specific credit rating information is provided in the context.