

Answer the following questions in the form of pictorial representation.

12) Draw a dual-axis line chart depicting both short-term and long-term financial performance in India.

13) Draw Flowchart illustrating the optimized value chain activities for Apple in India.

14) Draw Bar chart comparing the bargaining power of Apple's suppliers in India.

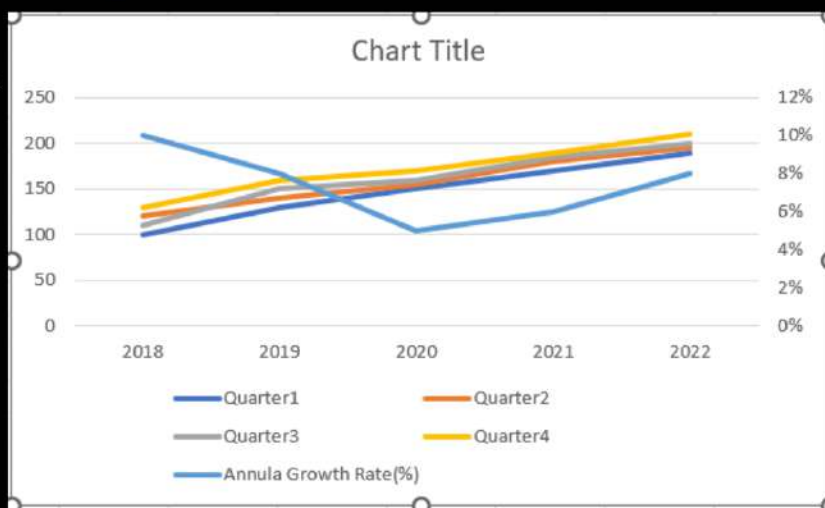
15) Draw Pie chart illustrating the distribution of identified strengths in Apple's SWOT analysis.

Q12

Year	Quarter1	Quarter2	Quarter3	Quarter4	Annula Growth Rate(%)
2018	100	120	110	130	10%
2019	130	140	150	160	8%
2020	150	155	160	170	5%
2021	170	180	185	190	6%
2022	190	195	200	210	8%

There are assumed values

(I didn't get the actual values so I did it with example values)

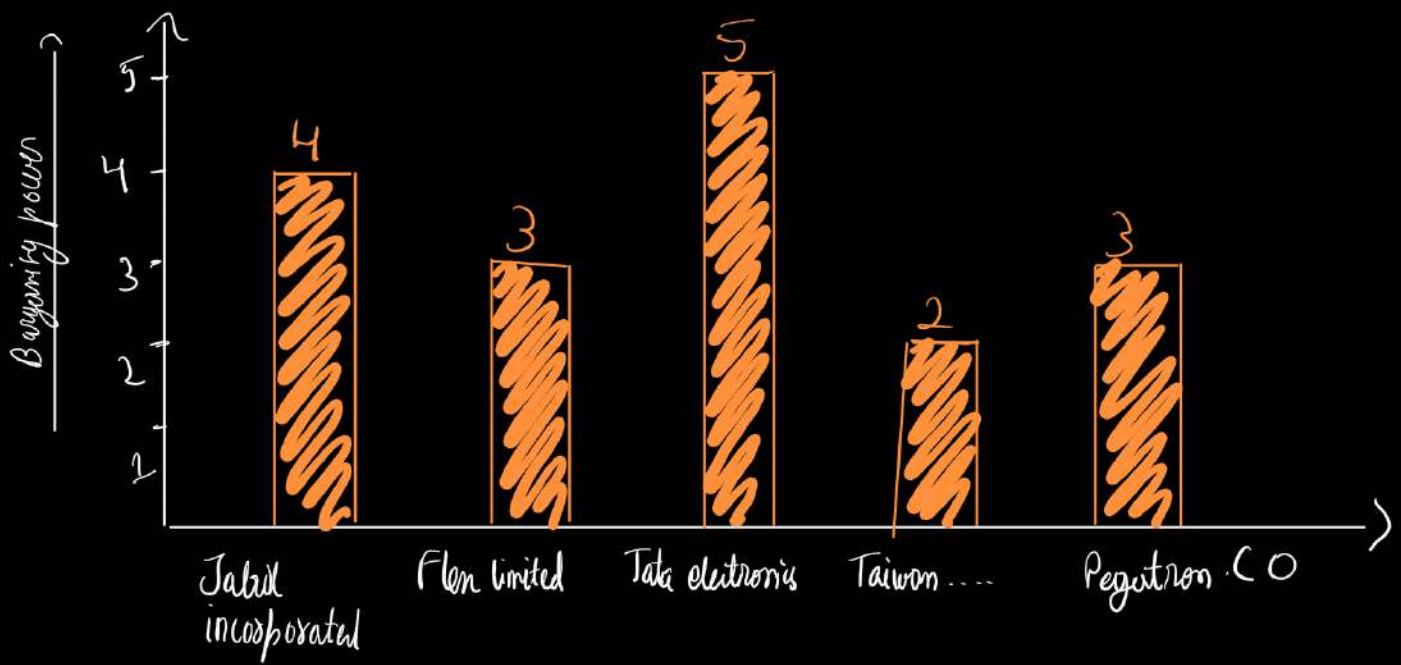


Dual axis line chart

Q13 Let us rate the bargaining power from (1 → 5) scale

Assumed value

Suppliers	bargaining power
Jabil incorporated	4
Flex limited	3
Tata electronics	5
Taiwan Surface Mounting	2
Pegatron Corporation	3



Q15 Strengths

- i) Strong brand image → 35%
- ii) Innovation and technology → 30%
- iii) Customer loyalty → 15%
- iv) Global Presence → 20%

Strength	Percentage
Strong brand image	35%
Innovation and technology	30%
Customer loyalty	15%
Global Presence	20%

