**1.1 Concise Overview of Apple Inc**

Founded on April 1, 1976, Apple Inc., originally known as Apple Computer Company, has emerged as a global technology powerhouse with its headquarters nestled in Cupertino, California. Pioneering the consumer electronics, computer software, and online services domains, Apple is renowned for its iconic devices, including the iPhone, iPad, Mac, Apple Watch, and Apple TV. The company, led by visionaries Steve Jobs and Steve Wozniak, introduced ground-breaking products like the Apple I and Apple II, setting the stage for innovations that would redefine the tech landscape. Apple's commitment to user-friendly interfaces marked a turning point in computing, as seen with the Lisa and Macintosh, featuring graphical user interfaces and mice. Despite internal challenges in the mid-1980s, Apple's resurgence under Steve Jobs saw the introduction of transformative products like the iMac, iPod, iPhone, and iPad, solidifying its status as an industry leader.

**1.2 Core Values and Milestones**

At its core, Apple values innovation, design excellence, and a commitment to pushing technological boundaries. The company's journey, marred by financial struggles in the late 1990s, witnessed a remarkable turnaround with Steve Jobs' return and the introduction of ground-breaking products that captivated global audiences. The "Think different" campaign underscored Apple's ethos, celebrating those who challenge the status quo. Despite facing criticism in various spheres, Apple has maintained a devoted following and exceptional brand loyalty. Its ascent to becoming the first trillion-dollar U.S. company in 2018, followed by subsequent milestones of $2 trillion in 2020 and $3 trillion in 2022, underscores its unparalleled impact on the tech industry and global economy.

**1.3 Historical Context**

Apple Inc., founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne, has undergone a transformative journey marked by technological innovations and strategic shifts. In its early years, Apple gained prominence with the Apple II series, establishing itself in the personal computer market. The Macintosh's release in 1984 marked a pivotal moment with its graphical user interface. However, internal conflicts and market challenges led to Jobs leaving in 1985. The 1990s saw a decline, marked by unsuccessful products and a loss of market share to Windows. Jobs returned in 1997, orchestrating a remarkable turnaround. The introduction of iconic products like the iMac, iPod, iPhone, and iPad, coupled with a shift to Intel processors, propelled Apple to unprecedented success. The post-Jobs era, under Tim Cook's leadership, continued the momentum, with Apple diversifying into services, wearables, and original content, solidifying its status as a tech giant.

**1.4 Unique Selling Proposition**

The unique selling proposition (USP) of Apple is often centred around its seamless integration of hardware, software, and services, as well as its focus on design, user experience, and ecosystem. Apple products are known for their sleek and intuitive interfaces, high-quality materials, and strong emphasis on privacy and security. Additionally, the Apple brand is associated with innovation and a strong commitment to environmental sustainability.

**1.5 Global Presence**

Apple has a global presence of over 500 physical stores, with 271 in the US alone.0 The company has expanded its geographical coverage over the years, with 528 stores across 26 countries and regions worldwide. Apple's strong product sales have placed it among the top-tier retail stores, with sales over $16 billion globally in 2011. In 2011, the Apple Store chain ranked first among U.S. retailers in terms of sales per unit area, almost doubling Tiffany, the second retailer on the list. In 2016, Angela Ahrendts, Apple's then-Senior Vice President of retail, unveiled a significantly redesigned Apple Store in Union Square, San Francisco, featuring large glass doors for the entry, open spaces, and rebranded rooms.1

**1.6 Key Subsidiaries**

Apple Inc.'s success is intricately linked to its diverse range of subsidiaries, each contributing significantly to its technological prowess. NeXT Software, founded by Steve Jobs in 1985, played a crucial role in developing early versions of the Mac OS X operating system. AuthenTec, acquired in 2012, enhances Apple's security offerings with biometric solutions. The acquisition of Beats Electronics in 2014 for $3 billion expanded Apple's footprint in the music industry through high-quality headphones and audio products. Shazam, acquired in 2018 for approximately $400 million, brought music recognition services to Apple's portfolio. Foxconn, a longstanding partner, assembles key electronic components for Apple's devices. These subsidiaries collectively contribute to Apple's innovation and market dominance, reflecting a strategic approach to technological evolution and consumer satisfaction.

**1.7 Major Achievements**

Apple's journey has been marked by ground-breaking milestones and transformative achievements, solidifying its position as a tech industry leader. In 1976, founders Steve Jobs and Steve Wozniak established Apple Computer in a garage, unveiling the Apple II in 1977, which revolutionized personal computing. The introduction of the Macintosh in 1984 showcased a graphical user interface, setting industry standards. Despite setbacks, including Jobs' departure in 1985, his triumphant return as CEO in 1997 revitalized Apple. The iconic iMac in 1998, iTunes and iPod in 2001, and the game-changing iPhone in 2007 further propelled Apple's global impact. The strategic launch of the iPad in 2010 and the visionary Apple Watch in 2014 expanded Apple's product portfolio. Tim Cook's ascension to CEO in 2011 and the subsequent release of services like Apple TV Plus and Apple Card in 2019 marked a shift towards a diversified business model. Surpassing a trillion-dollar valuation in 2018 and embracing services in 2019 showcased Apple's enduring influence and adaptability.