

# Apple - Company Profile

## Apple

## Apple Inc. Company Profile ### 1. Basic Information \* \*\*Founded Year:\*\* 1976 \* \*\*Founders:\*\* Steve Jobs, Steve Wozniak, Ronald Wayne \* \*\*Current CEO:\*\* Tim Cook \* \*\*Headquarters Location:\*\* Cupertino, California, USA \* \*\*Number of Employees:\*\* Approximately 161,000 (as of September 2023) \* \*\*Website:\*\* apple.com \* \*\*Contact:\*\* support@apple.com | +1-800-275-2273 ### 2. Company Overview Apple Inc. designs, manufactures, and markets consumer electronics, computer software, and online services worldwide. The company's business model centers on creating a tightly integrated ecosystem of hardware, software, and services to deliver a seamless and intuitive user experience. Apple's mission is generally understood as "to bring the best user experience to its customers through its innovative hardware, software, and services," emphasizing intuitive design and powerful technology. Key historical milestones include its founding in 1976, the revolutionary launch of the Macintosh in 1984, and the introduction of the iPhone in 2007, which transformed the mobile industry. ### 3. Key Products and Services Apple offers a diverse portfolio across multiple segments: \* \*\*Hardware:\*\* iPhone (smartphones), Mac (personal computers, e.g., MacBook Air, MacBook Pro, iMac), iPad (tablets), Apple Watch (wearables), AirPods (audio accessories), Apple Vision Pro (spatial computing). \* \*\*Services:\*\* App Store, Apple Music, iCloud, Apple TV+, Apple Arcade, Apple Pay, Apple Fitness+. ### 4. Leadership Team \* \*\*CEO:\*\* Tim Cook \* \*\*CFO:\*\* Luca Maestri (Senior Vice President and Chief Financial Officer) \* \*\*COO:\*\* Jeff Williams (Chief Operating Officer) \* \*\*SVP, Software Engineering:\*\* Craig Federighi \* \*\*Chairman of the Board:\*\* Arthur Levinson ### 5. Market Position Apple is one of the world's largest and most valuable technology companies, with a market capitalization often fluctuating around \*\*approximately \$2.9 trillion as of mid-2024\*\*. It holds a dominant position in the premium smartphone market and is a leading player across personal computing, wearables, and digital services. \* \*\*Main Competitors:\*\* Samsung, Google, Microsoft, Amazon, Meta, Xiaomi. \* \*\*Industry Standing:\*\* Consistently ranks among the top global brands by value and recognition. It maintains a significant market share in smartphones, tablets, and smartwatches, driven by strong brand loyalty and ecosystem integration. \* \*\*Geographic Presence:\*\* Apple operates globally, with a strong presence in the Americas, Europe, Greater China, Japan, and the rest of Asia Pacific. Its products and services are available in virtually every major market worldwide. ### 6. Recent Achievements (2023-2025) \* \*\*Major Product Launches:\*\* The official launch of Apple Vision Pro (spatial computer) in February 2024 marked a significant new product category for the company. Apple also launched the M3 chip family and new Mac models in late 2023, followed by new iPad Air and iPad Pro models featuring the M4 chip in May 2024. \* \*\*Strategic Initiatives:\*\* Apple continues to heavily invest in artificial intelligence, integrating advanced AI capabilities across its hardware and software. The company has also made significant strides in its environmental goals, achieving carbon neutrality for its corporate operations and increasing the use of recycled materials across its product lines. \* \*\*Recognitions:\*\* Apple continues to be recognized globally as a leader in innovation, design, and brand value, frequently topping lists of the world's most admired and valuable companies.