



Apple

By Nicholas Salazar



Section 1:

Corporate Profile



Apple is an electronics and technology company that creates software, hardware and online services for both professionals and consumers.

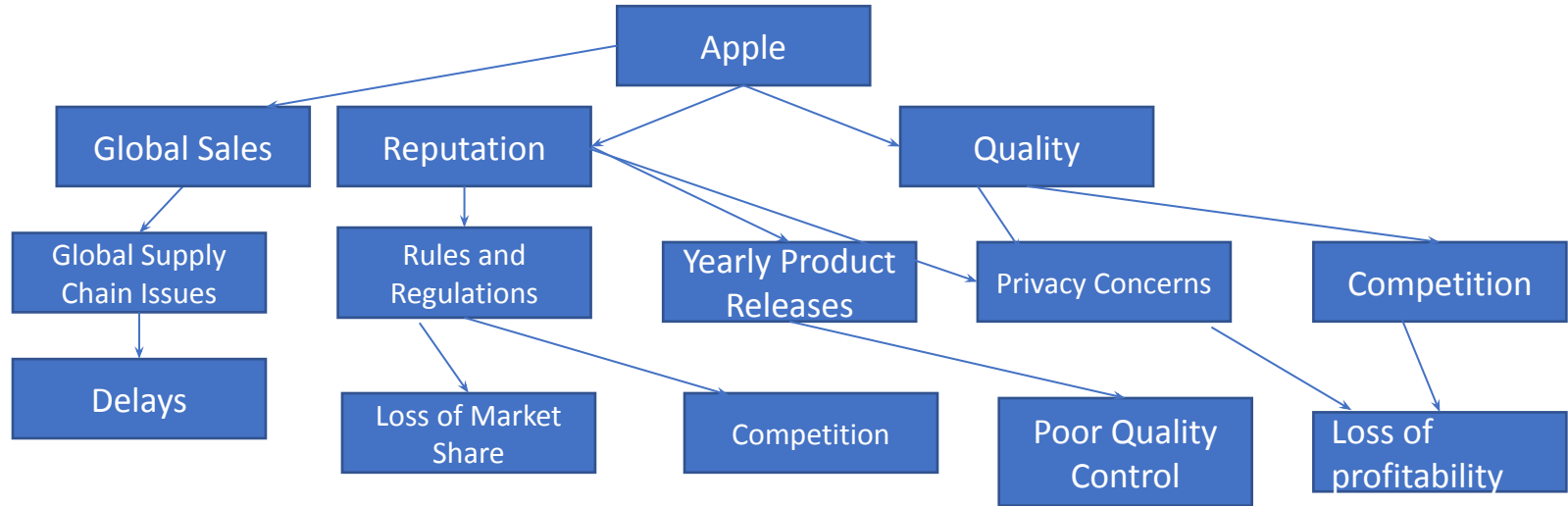
They are one of the largest public companies in the world and the world's most valuable company.

Their key physical products are the iPhone, iPad, and Mac computers. They also have created other smart devices such as the Apple TV, Apple Watch, and the HomePod. Some of their more popular services include Apple Music, Fitness+, and iCloud. Their most popular software includes Keynote, Garageband, and Final Cut Pro X.

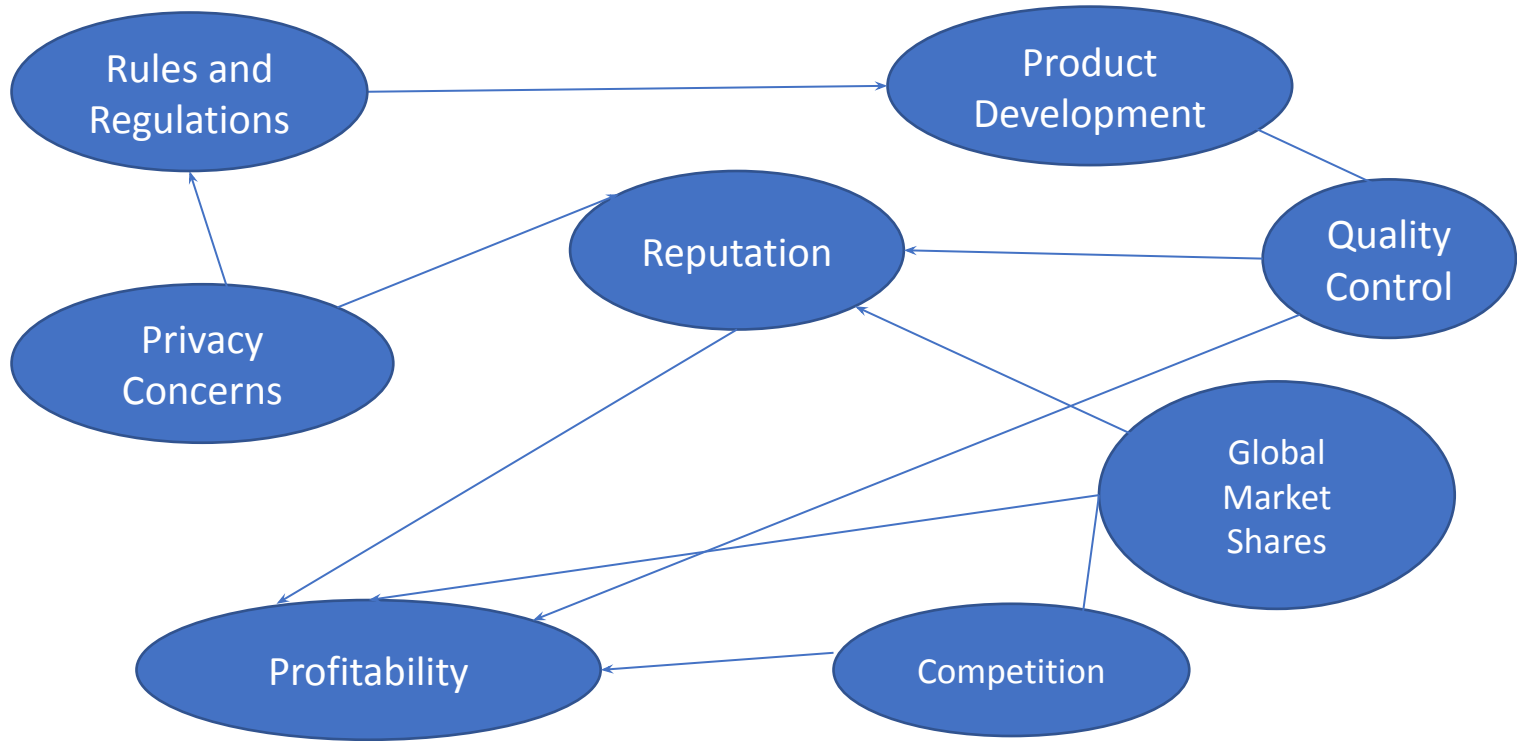
Their main competitors are Facebook (now Meta), Microsoft, Alphabet, and Amazon.



Section 2: Risk Identification



Cognitive Map



Connectivity Graph



Risk Wheel



Section 3: Risk Assessment

		Probability			
		Rare	Occasional	Likely	Frequent
Severity	Catastrophic	Natural Disasters			
	Critical	US Defaults on National Debt		Quality control issues (possible recalls)	Increased competition
	Moderate		Changing rules and regulations.		
	Low				

Probability/Severity Matrix

Reverse stress testing



- *Apple Red Zone Risk #1: Increased Competition* Despite being one of the largest companies in the world, Apple has many competitors in the technology industry. American companies like Amazon offering services to directly compete with Apple. Additionally, their competitors have strong positions in the phone and computer markets. Apple must also deal with competition internationally as Samsung as a significant share of the Asian phone market that Apple is hoping to get in to.

- *Apple Red Zone Risk #2: Quality Control Issues* Apple has had many complaints about the quality of their products as their prices continue to increase. This includes issues with the iPhone 13's camera, iPads that bend and break easily, and inaccurate information in their healthcare division.