**GAC012 Assessment Event 3:Project-Written Report**

**Comparing: Apple and Huawei**

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**Introduction**

**Apple Company:**

Apple Inc. is an electronic technology company in the United States. It was founded by Steve Jobs, Steve Wozniak and Ron Wayne on April 1, 1976. It is headquartered in Cupertino, California. It went public on December 12, 1980.

Its main business includes the design, development and sale of consumer electronics, computer software, online services and personal computers.

Also,Apple also operates an online store for hardware and software purchases, as well as the iTunes Store, a comprehensive offering of digital downloadable [music](https://phdessay.com/free-essays-on/music/" \o "music" \t "https://phdessay.com/introduction-of-apple-company/_blank), audiobooks, games, music videos, TV shows, and movies.

Apple products are sold globally and are liked by many people. According to the survey, in China, on average, every family has Apple products.

There are many reasons for Apple's success, the most important of which is high quality production. Wozniak and jobs have never compromised on the quality of Apple products. They have maintained the quality of their brand, and they are constantly introducing products of higher quality than before. Their product design is simple, elegant and brand-name. At the same time, they emphasize that the product should be easy to use for people of all ages. The company tested each product 100 times before it was released. Providing high quality products is the biggest reason for Apple's success.

Second, Apple's products are always different, always at the forefront of the mobile phone industry. Constantly update the operating system, and improve the camera function or color, which is also a big reason why people like to buy apple, and the reason why Apple can succeed.

The above two main reasons cast the brilliance of apple. Of course, the success of apple is closely related to the decision-making of the boss and the efforts of the employees.

**Below are the Strength in the SWOT Analysis of Apple:**

1. Innovation, innovation is the premise of development, apple just has all kinds of new models on sale because of innovation
2. Apple's closeness and privacy can be nearly perfect. In the network, it is not easy to find the information about Apple users, because in the use of mobile phones, Apple's privacy and security have reached the acme. Who doesn't like being safe.
3. The manufacturing process is top-notch. In the screen area, the color accuracy is excellent.

**Below are the shortcomings in SWOT analysis of Apple:**

1. Too little improvement per chip generation.

**Below are the threats in SWOT analysis of Apple:**

1.Changing the game

**Huawei Company：**

Founded in 1987, Huawei is a leading global provider of information and communications technology (ICT) infrastructure and smart devices. They have approximately 197,000 employees and they operate in over 170 countries and regions, serving more than three billion people around the world.

Huawei's products include mobile phones, computers, tablet computers, and some mobile phones. But a few years ago, Huawei also developed its own chips. At the same time, Huawei is also the largest mobile phone supplier in the world except apple.

For Huawei, success is by no means accidental. Huawei emphasizes that the best way to get opportunities is to work hard. Therefore, in the early days of Huawei, every employee was given a sleeping bag and a blanket. Most of the employees didn't go home for a long time and worked day and night to create Huawei.

In fact, Huawei's long-term planning is also a key factor to Huawei's success.

**References**

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