



**Title:** Group 2 Status Report  
**Company:** Apple Inc.  
**Date:** July 27, 2022



Think different.

## STRATEGIC MANAGEMENT TEAM

### Roles

### Members

President/ Chief Executive Officer

Mohamed Badr

Senior Vice President Worldwide Communication

Mausam Mahara

Senior Vice President Worldwide Marketing/ Chief Financial Officer

Luis Peralta

Vice President Corporate Development

Okikijesu S. Ogunyemi

Senior Vice President Operations

Lu Yang Dong



Our project is going well, we are communicating daily basis to share information and give update on the part of the project each member is working on through what's up. With great team work we have been able to assign the task to each member and solve many challenges that we have come across. We are creating a safe environment with in our group project by helping each other and sharing ideas.

### Tasks/Roles

- ❖ **Mohamed Badr** - *President/ Chief Executive Officer*
  - Responsibilities: keep track the progress of the project, did the history of the firm, added the story behind the company logo, did the vision and mission statement, and the SWOT analysis.
- ❖ **Mausam Mahara** - *Senior Vice President word wide communication*
  - He is responsible for the syllabus of the project while communicating and collecting the drafts of other team members did and the structure of how the project looks like. In addition, He added an aesthetic look to the project.
- ❖ **Luis Peralta** - *Senior Vice President Worldwide Marketing/ Chief Financial officer*
  - He is responsible for the service the company provides, products, salaries and budget
- ❖ **Okikijesu S. Ogunyemi** - *Vice President Corporate Development*
  - He is responsible for the company success factors, goals, objectives and strategies
- ❖ **Lu Yang Dong** – *Senior Vice President Operations*
  - He is responsible for the action plan.



## COMPONENT PROGRESS:

### THE COMPANY LOCATION.



It's found worldwide and has too many branches in the USA. However, the address below is the main location.

Address: 1 Infinite Loop; Cupertino, CA 95014

### THE TYPE OF COMPANY.

It's an multinational technology company that specializes in consumer electronics, software and online services headquartered in Cupertino, California, United States.

### THE COMPANY'S MISSION STATEMENT.

*“to bring the best personal computing products and support to students, educators, designers, scientists, engineers, businesspersons and consumers in over 140 countries around the world.”* This means that apple's company goal is provide the best products and computing products and support whoever uses it. Such that it target whoever uses a computer to use an apple computer. It also points that it is planning to be the dominant computer company in 140 countries. That means that it's goal is to be multinational company. Not just dominant in the USA. And it did.

### DESCRIPTION OF COMPANY'S PRODUCTS/SERVICES.

Apple Inc. designs, manufactures and markets smartphones, personal computers, tablets, wearables and accessories, and sells a variety of related services. The Company's it split its business into five segments; iPhone, Mac, iPad, and Wearables Home and Accessories. iPhone is the Company's line of smartphones based on its iOS operating system. Mac is the Company's line of personal computers based on its macOS operating system. iPad is the Company's line of multi-purpose tablets based on its iPadOS operating system. Wearables, Home and Accessories includes AirPods, Apple TV, Apple Watch, Beats products, HomePod, iPod touch and other Apple-branded and third-party accessories. AirPods are the Company's wireless headphones that interact with Siri. Apple Watch is the Company's line of smart watches. Its services include Advertising, AppleCare, Cloud Services, Digital Content and Payment Services. Its customers

are primarily in the consumer, small and mid-sized business, education, enterprise and government markets.

## THE LEADING COMPETITORS.

- IBM
- Microsoft
- Google
- Amazon
- Samsung

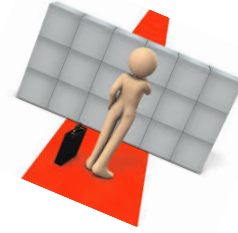


## STATUS OF EACH SECTION

- ❖ **SWOT Analysis - Completed**
- ❖ **Mission Statement - Completed**
- ❖ **Vision Statement – completed**
- ❖ **Description – in progress**
- ❖ **History/ Background -completed**
- ❖ **Action plan – in progress**
- ❖ **Products, budget, and salaries- Completed**
- ❖ **Company success factors, goals, objectives and strategies- in progress**



## CHALLENGES



The challenge that our group faced had been meeting with group members since everyone's schedule is different. This issue was solved by communicating through WhatsApp, email, and google documents to complete the assigned task/role. Despite the challenge the group is on track in completing the project. Each member is very responsible and knows the value of the task at hand.

## RESOURCES

### Internet

- [www.apple.com](http://www.apple.com)
- [www.google.com](http://www.google.com),
- [www.bstrategyhub.com](http://www.bstrategyhub.com)
- [www.idropnews.com](http://www.idropnews.com)
- | [www.thedesignest.net](http://www.thedesignest.net)
- [www.thelogocreative.medium.com](http://www.thelogocreative.medium.com)

