

Apple Inc.

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1 Description of Company

Apple is one of the most successful companies of all time. Not only in the U.S. but in the whole world. They are one of the biggest designers/manufacturers of desktops, laptops/netbooks, tablets, and smartphones as well [6]. Not to mention their massive grip on the multimedia realm with iTunes, Apple Music, Apple TV, and their assortment of multimedia editing programs. They don't only rule the school of multimedia and are rapidly seizing the tech world due to its easy-to-use interface and unix-based (DarwinOS) background. Monetarily, the company does extremely well; as would any company among the top in the world. Just one of their products, the iPhone, is responsible for two-thirds of the company's revenue [6]. This may not be too surprising because pretty much *everyone* has an iPhone! That being said, Apple's biggest claims to fame are as a computer hardware/software manufacturing/designing company and as a catalyst of new technology in the market.

Mostly everyone has heard of the founders Steve Jobs and Steve Wozniak. Wozniak left the company in 1983, only 3 years after the company went public [6]. Jobs was with the company on and off¹ until his death in 2011. After his death, Tim Cook took over as CEO and remains CEO to this day. A few other notable employees of the company are: Dr. Arthur Levinson, chairman, Jeff Williams, COO, Jonny Ive, chief design officer, Craig Federighi, SVP software engineer, Dan Riccio, SVP hardware engineer, and Phil Schiller, SVP worldwide marketer [6]. We know most of these people from Apple's events which they come on stage to talk. Jonny Ive is most known for the videos that reveal the newest Apple projects. Either way, without these people, and many more, Apple would not be as successful as it is today.

Most people know that Apple doesn't assemble most of their devices in the US. How do they know this? Well, on the back of any Apple device, there will be a note informing the user that it was designed in the US but assembled in China. According to LexisNexis Academic, they have a subsidiary called *AuthenTec*. One of the locations for this company is in Shanghai, which I believe is the main manufacturing plant for some of their bigger products [8]. That being said, there are also some plants/facilities found in Japan, Mexico, Europe, and even Aus-

¹In 1985, Jobs resigned from Apple due to workplace drama with John Sculley. He rejoined Apple in 1997 [16].

tralia [8]. Their headquarters is located in Cupertino, California and is approximately 16,000 sq. ft in size [6]. Apple has hundreds of locations all over the world, ranging from design facilities to retail stores to manufacturing.

Needless to say, Apple does a lot of business. They sell a lot of product. In fact, in 2016 they had about \$215,639,000 worth of sales [6]! Also according to Hoover, they have a market value of about \$594,339,610. Talk about big numbers! Apple sold approximately 226,200,000 iPhones [5] and about 45,590,000 iPads [11] in 2016 alone. Just based on those approximate numbers, we can determine that Apple gets all most all of it's revenue from the iPhone.² Let's not forget the other slew of products they sell that weren't mentioned. That being said, the volume of product from Apple is absolutely enormous! Along with their huge fan base, it's no wonder they are so successful.

²The iPhone, at full retail price, is about \$800. Multiply that by the number of sold iPhones, we get \$180,960,000. That's about 84% of their sales!

2 Stock Chart



Figure 1: Apple (blue) vs NASDAQ (green) for 3 months [4]

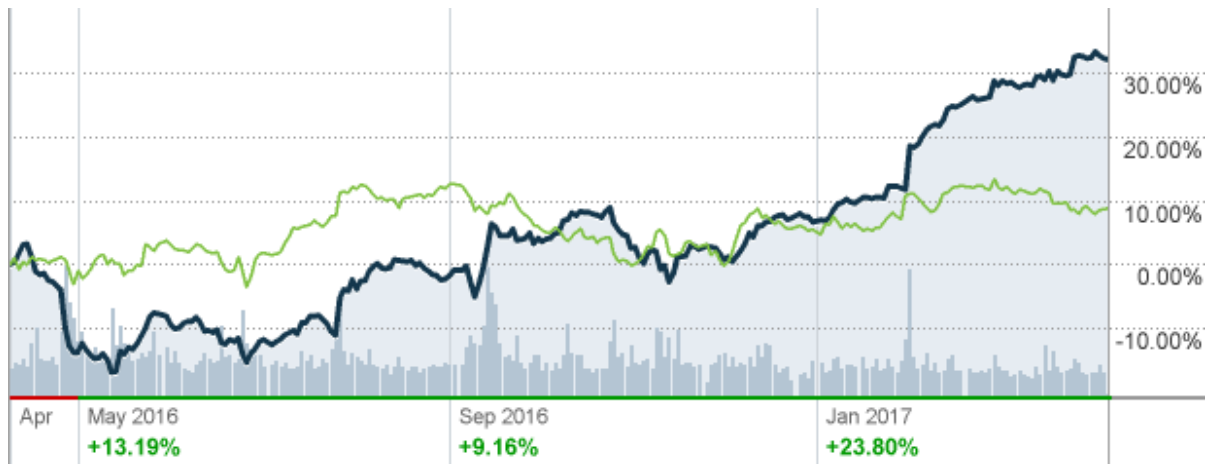


Figure 2: Apple (blue) vs NASDAQ (green) for 1 year [4]



Figure 3: Apple (blue) vs NASDAQ (green) for 5 years [4]

3 Discussion of Chart

In the figures found on the previous page, you will notice that I chose to compare Apple to the NASDAQ for the past 3 months, year, and 5 years. Firstly, my reasoning for choose NASDAQ was simple; I felt as though it would give a good visual as to how the market as a whole was doing. Secondly, I selected multiple graphs so that I could analyze the company for longer than just the required period; not to mention the *Financial Performance* section has to do with the past 5 years. Now that the preliminaries are out of the way, let the discussion begin!

While looking at the graphs, one would notice that Apple seems to be doing quite poor in comparison to the NASDAQ; except for the past 2 months (Feb. through Apr.). For the past years, Apple has been dancing around the NASDAQ, as seen in Figure 2. During spring-summer months, Apple tends to do poorly because they don't have anything huge being released. iPhones tend to be released in September and, as we saw earlier, is their biggest seller. This would explain how in Figure 2, Apple jumps up to about even with the NASDAQ. The new iPhone would then ride the company through Christmas and into the new year. This doesn't explain why they are 20% above the NASDAQ from February until now. Well, it looks as though the company had it's best holiday quarter ever in 2016 [10]. Also according to The Motley Fools, "their fast-growing service segment ... has expanded to nearly 10% of sales, and soaring demand for apps pushed its high-margin revenue." This very well could explain that large jump, although, I'm not sure if I believe it or not.

The last thing to discuss is the company's 5 year graph. In 2012, Apple was about fair with the NASDAQ. Then the NASDAQ started to move away, and never crossing paths again until this year. I found this rather interesting but I believe that the reasoning for this is that Apple has a safety net. The company, although very intuitive, doesn't make extreme changes on their products.³ This gives the customer as sense of home, even when they get a new device. While they are doing that, the market is trying all sorts of new things. Since the NASDAQ doesn't solely rely on Apple, it might have to do with other companies making more galvanizing devices that caused the NASDAQ to leave Apple in the dust.

³Besides them removing the 3.5mm headset jack on their newest model iPhone.

4 Financial Performance

Most of the information I will be discussing in this section can be found in Section 11.1 (Balance Sheet), which are sections from Apple's balance sheet. They contain the past 5 years. Going right down the line, you will find the assets table first. The very first thing to note is that 2016 seems to have the biggest numbers in almost all the categories; some even being significantly larger. For example, their total current assets is up from 2015 by about 17,491 million, total assets are up 31,207 million, and cash/equivalents are up 25,554 million. There don't seem to be any major decreases, which is good. There are any major drops, except the drop in other current assets by 6,502 million. Overall, this part of the balance sheet looks good and points the company toward a successful direction.

Looking at the next piece of the balance sheet is the liabilities. The only thing that I'm going to note is that the total liabilities seem to be increasing with time. This isn't necessarily a bad thing, but it isn't necessarily a good thing either. Luckily, their total assets is significantly greater than their total liabilities. So far the company seems to be holding up well on their balance sheet. Let's look into the income and cash flow statements.

The income statement is found in Section 11.2 (Income Statement). The very first thing I noticed was that 2016 dropped by about 10,000 million in almost every category. In fact, the sales dropped by about 15,000 million. Another interesting thing to note is that 2015 has the highest numbers for all the years listed. Luckily the cost of goods also dropped as well, saving the company some money. The numbers dropped, but they didn't drop below any previous year, which is good. Overall, it's bad that it dropped, but nothing too scary yet. The cash flow statement, found in Section 11.3 (Cash Flow Statement), supports the same claim, for the most part. It seems as though they increased the number of operating activities⁴ and dropped investments. In this case, some of the values dropped below previous years, but, yet again, this isn't something to worry about too much. Overall, I believe that the company is growing, despite having a couple small set backs. I believe this because the company's numbers are still high and haven't dropped too low. However, it's still very important that they keep it up or they could be in trouble.

⁴This could be because of their iPhone recycling campaign, if so, that's a warm fuzzy to consider.

5 Performance Ratios

All of the ratios I will be discussing in this section will be coming from Zack's balance sheet and income statement found in section 11. My calculations are found in Appendix A. First and foremost, you will notice that Apple's PE ratio for all five previous years have been fairly close. They aren't extremely small, but I suppose they could be higher. In the grand scheme of things, I believe this is a fairly good stock; for all of the years. Their current ratio is also good because it is greater than 1. They did get very close to 1 in 2015 and 2014 but looks like they're going up. Throughout the years listed, Apple seems to have an alright quick ratio as well. It only dropped under a dollar for 2 years, 2015 and 2014, and seems to be going back up. Although these number are best when higher, they aren't terrible, for the most part.

We've looked at the company's ability to pay off their debt, now let's look at their actual debt. According to my calculations, about 60% of the company is debt to others currently. This is quite the percentage! As I expected, the percent is going up with the years due to their ever increasing costs. In 2012, the company was only about 33% debt which means that it increased its debt by about 30% in 4 years. I don't really find this all that surprising coming from Apple, but 60% is a lot of debt. Looking back at their current ratio, the company does have the ability to pay back their current debt. This may mean that they also have the ability to pay back there long term debt. Whether this is accurate or not, I'm not entirely sure. Let's look more into their ratios to see if we can unwrap this mysterious case.

To my surprise, the working capital wasn't extremely large;⁵ especially in 2014 and 2015. Once again we see the same trough in those years and Apple come out of it in 2016. In fact, the working capital more than tripled from 2015! As discussed earlier, 2016 was when Apple started to meet up with the NASDAQ in the stock market. This obviously means that 2016 was a very important time for the company. While on the topic of dollar amounts, their new worth is fairly consistent with the rest of the data. Once again, there was a drop in 2014 and 2015 and an increase into 2016. The drop is about 10,000 million, which is significant. It's a good thing that they got out of that trough.

Looking at the return on assets for Apple, I noticed that early on was better. 2013 and 2012

⁵Don't get me wrong, it was *large* just not to the extreme

both had high number, meaning that their assets must have been making very good profit. Contrary to the past situations, 2015 and 2014 didn't prove to be terrible for ROA, in fact, they were about average for the company during these 5 years. In terms of return on equity, there isn't much change. Oddly enough, their returns are pretty constant throughout the five years. The maximum was in 2012 and the minimum in 2015. Not too much to say here. Lastly, their return on sales for the most part are constant throughout the 5 year range. The only exception is for 2016, where the ROS dropped by about 15%. This could mean that Apple didn't use their assets very wisely in 2016. Overall, their return numbers are excellent for the most part.

The last ratios I will be discussing are the profit margins. Their PM before taxes throughout the 5 years were consistent. There weren't any huge drops or increases. The same can be said about the PM after taxes. In fact, the difference between the PBIT and PAIT isn't very big at all, maxing out around 9% in 2012. On average the company seems to be making about 20-30% profit after taxes. This isn't great but I wouldn't say that it is bad either. Overall, you can see that Apple's performance is great. There are only a few areas in which I'm a little unsure about, namely, their debt. However, with Apple's strong hold on the market, I don't think this will be a big issue.

6 Positives & Negatives

From the last section, I found out a lot of information about Apple that could be seen as positive or negative. Starting with the positives, the company seems to have a decent current ratio. This means the company is able to pay off their current debt. Another positive factor from their performance is that they have a decent net worth. They also have very stable profit margins. Out of all the information given, I believe that the most important piece to the puzzle is that the company is able to get themselves out of trouble. We saw how they dropped in 2014 but they return stronger than ever in 2016 and now. We could also see this on the stock graphs from earlier. The company seemed to be behind the NASDAQ yet came back with vengeance in 2016. I believe that this is the most positive thing that Apple has going for them financially.

Apple is doing very well in their sector. As you will see in the *Competition* section, Apple is pretty much on top in the smartphone and laptop industry. These are Apple's primary markets, so doing well in the means that the company is doing its job right. Just comparing the revenue of their top competitors we can see this. Apple is at about \$215 million right now while Amazon is at \$107 million, Google is at \$75 million, HP is at \$103 million, and Samsung is at \$170 million. There is only 1 company on Hoover's profile for Apple that has a revenue great than Apple's, and that's Wal-Mart. It's obvious to see that Apple isn't joking around when it comes to competition.

The financial negatives that I saw from Apple were simple: debt. The company seems to have a large debt. From my calculations, it's about 60% of the company. This is a very large amount of debt that would make me feel unconformable if I were running the business. However, this information is from 2016 and we are well into 2017. The company could have, at this point, paid some of that debt off. Since we saw that they have a decent current ratio, this could be possible.⁶ As mentioned before, I don't truly know if this debt would be consider an actual issue for the company givens its position on the market. I'm sure that their people are well aware of the deficit and are working on ways to lower it, without costing the company valuable product quality.

⁶I'm aware that CR has to do with *current* debt, not long term, but I would imagine that a company whom can pay off current debt, can probably pay off long term for the most part.

7 Non-Financial Concerns

Most people know that Apple is always suing someone. Recently, Apple has been having issue with it's competitor Samsung. Most notably due to Apple's claim that Samsung copied the iPhone for their Galaxy S series of smartphones. In fact, the case regarding this dispute was reopened *this year* [3]. In fact, Apple has quite a few lawsuits going on right now. Some of which are with Swatch, Qualcomm, and Nokia [9]. A company with that many lawsuits seems a little odd, don't you think? I believe there are a of people that don't like Apple because of their constant lawsuits.

There are groups of people that specifically don't use Apple's products. In fact, they even refuse to use Microsoft's products – they have good reason as to why! The groups is called the Free Software Foundation. This group of freedom fighters have some major issues with most computer companies. They claim that Apple's operating systems have back doors, censorship systems, digital rights management (DRM), and many more malicious features [14]. As a member of the foundation, I know that what they speak about is most likely true. We have found many systems to be malicious before; mostly for the benefit of the company. Either way, having these features is something that most people don't want. This could (and does) deter people from purchasing Apple's products.

Enough of the bad stuff, let's look at one of Apple's biggest non-financial pros: environment. Apple is a company that is devoted to bring products that meet all of the environmental standards such as removing poisonous metals from their devices [1]. Not to mention that they released their new iPhone recycling robot, Liam. This machine takes apart all of the iPhone into it's different components; which can then be properly recycled to make the new batch of iPhones or other products [1]. This is one of Apple's best traits and I think many other agree with me.

8 Competition

According to Hoover's profile, some of Apple's top competitors are Blackberry, Google, and HP. Well, this doesn't really seem right to me. In terms of net gross revenue, Blackberry isn't very high; therefore, I don't really think that Blackberry is that dangerous of a competitor to Apple. Amazon, Google, HP, Microsoft, and Samsung are the ones that I would think matter most to Apple. Coincidentally, Hoover has a different answer to this question not found in their document for Apple. According to their site, Apple's top competitors are HP, Samsung, and Google [7]. This makes more sense, so let's go with that!

Both Samsung and Google compete with Apple in the art of smartphones. Samsung is the runner up in the current mobile market with it's Galaxy S series. According to DeviceAtlas, the iPhone creams Galaxy devices in terms of global popularity [12]. In fact, in most countries listed the iPhone was the first three most popular devices [12].⁷ Need I say more? Google is another mobile competitor of Apple but not in the same way that Samsung is. Google competes directly with iOS, the iPhone's operating system (OS), with their own OS called Android. In this race, it's not so obvious as to whom the winner is. I looked at 3 different websites that had polls regarding this topic and two showed that people prefer Android over iOS about 60:40 [2] [17]. The true of the matter is that most people like their iPhone because it's easy to use, reliable, and gets the job done. That being said, these people may not be considered "techy" and wouldn't be going on a technical site to take a poll. Yes, there are a lot more Android phones on the market⁸ but quantity isn't always better than quality.

The last company to compare to is HP which is in competition with Apple's Mac lineup. As I expected, HP isn't doing that well in comparison to Apple. The reason I expected this is because I haven't seen someone with an HP laptop in years. I never hear about them anymore! Alas, HP comes in 6th place in WorldsTopMost.com's survey; Apple leading the scoreboard [15]. I really don't think that HP is a threat to Apple's Mac lineup. I've noticed lot of programmers nowadays choose Mac over Windows due to it being UNIX-based and, of course, Mac has all the multimedia people. Can Apple ever be defeated?

⁷Obviously different models of the iPhone.

⁸Approximately 81% of the market is Android [13].

9 Other Information

10 Conclusion

Apple is a company that is good at what it does. They try to keep their products similar yet different from the previous model. This is something that it's customers both love and hate at the same time. The more "techy" people hate the fact that the newest iPhone looks so similar to last years model while others love it's simplistic design. If Apple keeps this up, I believe that they will be in relatively good shape for the next 1-5 years. However, this isn't all they have to do. If they just do the same old dog and pony show for the next 5 years, things could go awry. I believe that they need to have a good mixture of innovation with new technology and currently accepted ideas. The numbers have shown that having the most advanced, crazy technology doesn't always win. Instead, something with a simple approach and a hint of new age technology seems to work very well. If you make some technical people unhappy, whatever, there are more nontechnical people that will be happy.

One thing that especially makes me nervous is the company's large debt. I think it would be a good idea to try and reduce it as quickly as possible. Without causing a drop in the quality of company's products. Not to mention the company needs to be able to keep up with a large amount of product it must output. How will they do something like this? I'm not sure. With all of the different things that the company produces, I'm sure there have to ways to cut cost so that they can put money into paying off the debt. I could be wrong of course and the company could be secretly being destroyed from the debt.

One last thing that I think the company should keep doing is being a leader in environmentally friendly computing. I think that this is something that puts Apple above most other companies. A lot of people admire that they take the time to make sure that their products are clean and safe for the people that use them and the environment they may be left in. Not to mention their new recycling program for iPhones. It would be nice to other ones for their other products. In the end, I believe that Apple has a bright future ahead.

11 Required Documents

11.1 Balance Sheet

	9/30/2016	9/30/2015	9/30/2014	9/30/2013	9/30/2012
Assets					
Cash & Equivalents	67,155	41,601	25,077	40,546	29,129
Receivables	29,299	30,343	27,219	20,641	18,692
Notes Receivable	0	0	0	0	0
Inventories	2,132	2,349	2,111	1,764	791
Other Current Assets	8,283	15,085	14,124	10,335	9,041
Total Current Assets	106,869	89,378	68,531	73,286	57,653
Net Property & Equipment	27,010	22,471	20,624	16,597	15,452
Investments & Advances	170,430	164,065	130,162	106,215	92,122
Other Non-Current Assets	0	0	0	0	0
Deferred Charges	0	0	0	0	0
Intangibles	8,620	9,009	8,758	5,756	5,359
Deposits & Other Assets	8,757	5,556	3,764	5,146	5,478
Total Assets	321,686	290,479	231,839	207,000	176,064

Figure 4: Assets. All values in millions except per share data [18]

Liabilities & Shareholders Equity	9/30/2016	9/30/2015	9/30/2014	9/30/2013	9/30/2012
Notes Payable	0	0	0	0	0
Accounts Payable	37,294	35,490	30,196	22,367	21,175
Current Portion Long-Term Debt	11,605	10,999	6,308	0	0
Current Portion Capital Leases	0	0	0	0	0
Accrued Expenses	22,027	25,181	18,453	13,856	11,414
Income Taxes Payable	0	0	0	0	0
Other Current Liabilities	8,080	8,940	8,491	7,435	5,953
Total Current Liabilities	79,006	80,610	63,448	43,658	38,542
Mortgages	0	0	0	0	0
Deferred Taxes/Income	2,930	3,624	3,031	2,625	2,648
Convertible Debt	0	0	0	0	0
Long-Term Debt	75,427	53,463	28,987	16,960	0
Non-Current Capital Leases	0	0	0	0	0
Other Non-Current Liabilities	36,074	33,427	24,826	20,208	16,664
Minority Interest (Liabilities)	0	0	0	0	0
Total Liabilities	193,437	171,124	120,292	83,451	57,854

Figure 5: Liabilities & shareholder equity. All values in millions except per share data [18]

Shareholders Equity	9/30/2016	9/30/2015	9/30/2014	9/30/2013	9/30/2012
Preferred Stock	0	0	0	0	0
Common Stock (Par)	31,251	27,416	23,313	19,764	16,422
Capital Surplus	0	0	0	0	0
Retained Earnings	96,364	92,284	87,152	104,256	101,289
Other Equity	634	-345	1,082	-471	499
Treasury Stock	0	0	0	0	0
Total Shareholder's Equity	128,249	119,355	111,547	123,549	118,210
Total Liabilities & Shareholder's Equity	321,686	290,479	231,839	207,000	176,064
Total Common Equity	128,249	119,355	111,547	123,549	118,210
Shares Outstanding	5,388.40	5,702.70	5,864.80	6,359.40	6,561.80
Book Value Per Share	23.80	20.93	19.02	19.43	18.01

Figure 6: Shareholder equity. All values in millions except per share data [18]

11.2 Income Statement

	9/30/16	9/30/15	9/30/14	9/30/13	9/30/12
Sales	215,639	233,715	182,795	170,910	156,508
Cost Of Goods	131,376	140,089	112,258	106,606	87,846
Gross Profit	84,263	93,626	70,537	64,304	68,662
Selling & Administrative & Depr. & Amort Expenses	24,239	22,396	18,034	15,305	13,421
Income After Depreciation & Amortization	60,024	71,230	52,503	48,999	55,241
Non-Operating Income	1,348	1,285	980	1,156	522
Interest Expense	0	0	0	0	0
Pretax Income	61,372	72,515	53,483	50,155	55,763
Income Taxes	15,685	19,121	13,973	13,118	14,030
Minority Interest	0	0	0	0	0
Investment Gains/Losses	0	0	0	0	0
Other Income/Charges	0	0	0	0	0
Income From Cont. Operations	45,687	53,394	39,510	37,037	41,733
Extras & Discontinued Operations	0	0	0	0	0
Net Income	45,687	53,394	39,510	37,037	41,733

Figure 7: All values in millions except per share data [20]

11.3 Cash Flow Statement

	9/30/2016	9/30/2015	9/30/2014	9/30/2013	9/30/2012
Cash Flow From Operations, Investments & Financial Activities					
Net Income (Loss)	45,687.00	53,394.00	39,510.00	37,037.00	41,733.00
Depreciation/Amortization & Depletion	10,505.00	11,257.00	7,946.00	6,757.00	3,277.00
Net Change from Assets/Liabilities	484.00	11,647.00	7,047.00	6,478.00	-299.00
Net Cash from Discontinued Operations	0.00	0.00	0.00	0.00	0.00
Other Operating Activities	9,148.00	4,968.00	5,210.00	3,394.00	6,145.00
Net Cash From Operating Activities	65,824.00	81,266.00	59,713.00	53,666.00	50,856.00
Property & Equipment	-12,734.00	-11,247.00	-9,571.00	-8,165.00	-8,295.00
Acquisition/ Disposition of Subsidiaries	-297.00	-343.00	-3,765.00	-496.00	-350.00
Investments	-32,022.00	-44,417.00	-9,017.00	-24,042.00	-38,427.00
Other Investing Activities	-924.00	-267.00	-226.00	-1,071.00	-1,155.00
Net Cash from Investing Activities	-45,977.00	-56,274.00	-22,579.00	-33,774.00	-48,227.00

Figure 8: All values in millions except per share data [19]

A Company Information

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<http://www.apple.com>

Ask Siri to name the most successful company in the world and it might respond: Apple. In terms of profit, revenue, market capitalization, and consumer cachet, it certainly ranks right up there. The iPhone, in its ninth year and seventh generation, has been the company's golden goose, generating two thirds of the company's revenue. Other familiar Apple products -- MacBook computers and iPad tablets - each account for about 10% of sales. Services such as iTunes, the App store, and Apple Music add another tenth or so. Mostly a consumer-oriented company, Apple has inked alliances with IBM and Cisco Systems to deepen its penetration of the enterprise market. About 60% of revenue comes from overseas.

Key Information

DUNS Number	060704780
Location Type	Headquarters
Subsidiary Status	No
Manufacturer	Yes
Company Type	Public
Plant/Facility Size (sq. ft.)	15,782.00
Owns/Rents	Owns
Foreign Trade	Imports / Exports
Accountant	Ernst & Young LLP
Total Employees	116,000
1-Year Employee Growth	5.45%
Employees At This Location	2,000
Year of Founding or Change in Control	1977
Primary Industry	1568:Wireless Telecommunications Equipment
Primary SIC Code	36639906:Mobile communication equipment
Primary NAICS Code	334220:Radio and Television Broadcasting and
Tradestyle	APPLE
Latitude/Longitude	37.331847 / -122.030578

Figure 9: Headquarters information. Taken directly from Hoover [6]

Fiscal Year-End	September
Sales (\$ M)	\$215,639.00M
1-Year Sales Growth	(7.73%)
Net Income	\$45,687.00M
1-Year Net Income Growth	(14.43%)
Total Assets	\$321,686.00M
Market Value	\$594,339.61M
Prescreen Score	Low Risk

Figure 10: Key Financials. Taken directly from Hoover [6]

Name	Title
Dr. Arthur D. (Art) Levinson	Chairman
Mr. Timothy D. (Tim) Cook	CEO
Mr. Jeffrey E. (Jeff) Williams	COO
Mr. Luca Maestri	SVP and CFO
Mr. Jonathan Ive	Chief Design Officer
Ms. Angela Ahrendts	SVP Retail and Online Stores
Mr. Eduardo H. (Eddy) Cue	SVP Internet Software and Services
Mr. Craig Federighi	SVP Software Engineering
Mr. Daniel (Dan) Riccio	SVP Hardware Engineering
Mr. Philip W. Schiller	SVP Worldwide Marketing

Figure 11: Key Employees. Taken directly from Hoover [6]

B Performance Ratio Table

Ratio	2016	2015	2014	2013	2012
PE	13.937	13.161	10.599	11.546	-
CR	1.353	1.019	1.080	1.679	1.496
QR	1.221	0.892	0.824	1.402	1.241
DR	0.601	0.589	0.519	0.403	0.329
WC	27,863	8,768	5,083	29,628	19,111
NW	128,249	119,355	111,547	123,549	118,210
ROA	0.191	0.25	0.166	0.242	0.317
ROE	0.142	0.134	0.17	0.179	0.237
ROS	0.67	0.805	0.788	0.826	0.887
PM(PBIT)	0.285	0.31	0.293	0.293	0.356
PM(PAIT)	0.254	0.228	0.216	0.217	0.267

Table 1: PE from LexisNexis [8], WC & NW in millions of dollars

C Competitor List

Company	Gross Revenue	Net Profit Margin	Net Operating Cash Flow
Acer	\$8,010.85M	0.23%	(\$26.29M)
Adobe Systems	\$4,795.51M	17.86%	\$1,469.50M
Amazon.com	\$107,006.00M	1.64%	\$11,920.00M
AT&T	\$146,801.00M	8.87%	\$35,880.00M
Best Buy	\$39,528.00M	2.62%	\$1,322.00M
BlackBerry (Top Competitor)	\$2,160.00M	--	\$257.00M
Bose	\$2,500.00M	--	--
Cisco Systems	\$49,247.00M	21.73%	\$13,570.00M
Comcast	\$74,510.00M	10.65%	\$18,778.00M
Creative Technology	\$84.57M	3.10%	(\$5.66M)
D-Link	\$808.28M	(7.03%)	\$18.94M
Dell	\$56,940.00M	2.36%	\$3,283.00M
eMusic.com	\$10.38M	--	--
Ericsson	\$29,408.17M	5.49%	\$2,453.10M
Fujitsu Technology Solutions	\$4,183.00M	--	--
Google (Top Competitor)	\$74,989.00M	--	--
HP (Top Competitor)	\$103,355.00M	5.42%	\$6,490.00M
HTC Corporation	\$3,695.55M	(12.77%)	(\$396.40M)
IBM	\$81,741.00M	14.75%	\$17,008.00M
Intel	\$55,355.00M	17.90%	\$19,017.00M
Iriver	\$49.90M	--	--
Kyocera	\$13,696.91M	7.37%	\$1,796.23M
Lenovo	\$44,912.10M	(0.29%)	\$292.26M
LG Electronics	\$48,060.91M	0.22%	\$2,227.27M
MediaNet Digital	\$8.10M	--	--
Microsoft	\$85,320.00M	19.40%	\$33,325.00M
MTV Networks	\$162.59M	--	--
NEC	\$23,286.03M	--	--
Netflix	\$6,779.51M	1.99%	(\$749.44M)
Nokia	\$13,655.16M	--	--
Oracle	\$37,047.00M	24.16%	\$13,561.00M
Panasonic Corp	\$69,924.76M	2.56%	\$3,690.58M
Philips Electronics	\$26,486.57M	2.66%	\$1,274.95M
RealNetworks	\$125.30M	(29.42%)	(\$68.98M)
Red Hat	\$2,052.23M	9.84%	\$716.09M
Samsung Electronics	\$170,655.79M	9.32%	\$34,072.53M
SanDisk	\$5,564.87M	7.64%	\$1,046.68M

Figure 12: Taken directly from Hoover [6]

Company	Gross Revenue	Net Profit Margin	Net Operating Cash Flow
Seagate Technology	\$11,160.00M	3.45%	\$1,680.00M
Sharp Electronics	\$1,101.50M	--	--
Sony	\$75,034.58M	1.82%	\$6,934.32M
Sony Mobile	\$6,560.18M	--	--
Target Corporation	\$73,785.00M	4.75%	\$5,844.00M
Time Warner Cable	\$23,697.00M	7.80%	\$6,539.00M
Toshiba	\$54,647.36M	(7.79%)	(\$11.39M)
Wal-Mart	\$482,130.00M	3.04%	\$27,389.00M
Yahoo!	\$4,968.30M	(96.74%)	(\$2,383.42M)

Figure 13: Taken directly from Hoover [6]

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