

Apple is a multinational technology company that specializes in Computer services and products, which include consumer electronics, computer software, online services, software, and hardware. It designs, develops, and sells consumer electronics, computer software, and online services.

The company's hardware products include the iPhone smartphone, the iPad tablet computer, the Mac personal computer, the iPod portable media player, the Apple Watch smartwatch, the digital media player, and the HomePod smart speaker. Apple's software includes the macOS and iOS operating systems, the iTunes media player, the Safari web browser, and the iLife and iWork creativity and productivity suites, as well as professional applications like Final Cut Pro, and Xcode. Its online services include the iTunes Store, the iOS App Store and Mac App Store, Apple Music, and iCloud. The company is a technological company.

The company was founded by Steve Jobs. It was incorporated as Apple Computer, Inc. as the company name. The company went public and successes had followed them. Apple shipped new computers featuring innovative graphical user interfaces. The high price of its products caused problems. The company was founded on April 1, 1979. The average profit of the company is \$ 800 billion.

Apple lost market share to the lower-priced duopoly of Microsoft Windows on Intel PC clones. Gil Amelio was the second CEO of the company. Apple acquired NeXT. Jobs became the third CEO of the company. Apple swiftly returned to profitability.