

UNIVERSITY DEPARTMENT, RAJASTHAN TECHNICAL UNIVERSITY, KOTA
DEPARTMENT OF MECHANICAL ENGINEERING



PROJECT PRESENTATION VII SEM

WARREN BUFFETT'S INVESTMENT STRATEGY AND WHY APPLE?

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Warren Buffett's Investment Strategy and Why Apple?

Explore the investment principles and portfolio decisions of the legendary investor Warren Buffett, and dive into his rationale for Apple being a top holding in his portfolio.

Buffett's Investing Principles



Value

Buffett seeks undervalued companies with strong fundamentals and growth potential.

Moat

He looks for businesses with sustainable competitive advantages and barriers to entry.

Management

Buffett invests in companies with proven, shareholder-friendly leadership teams.

Buffett's Portfolio Allocation

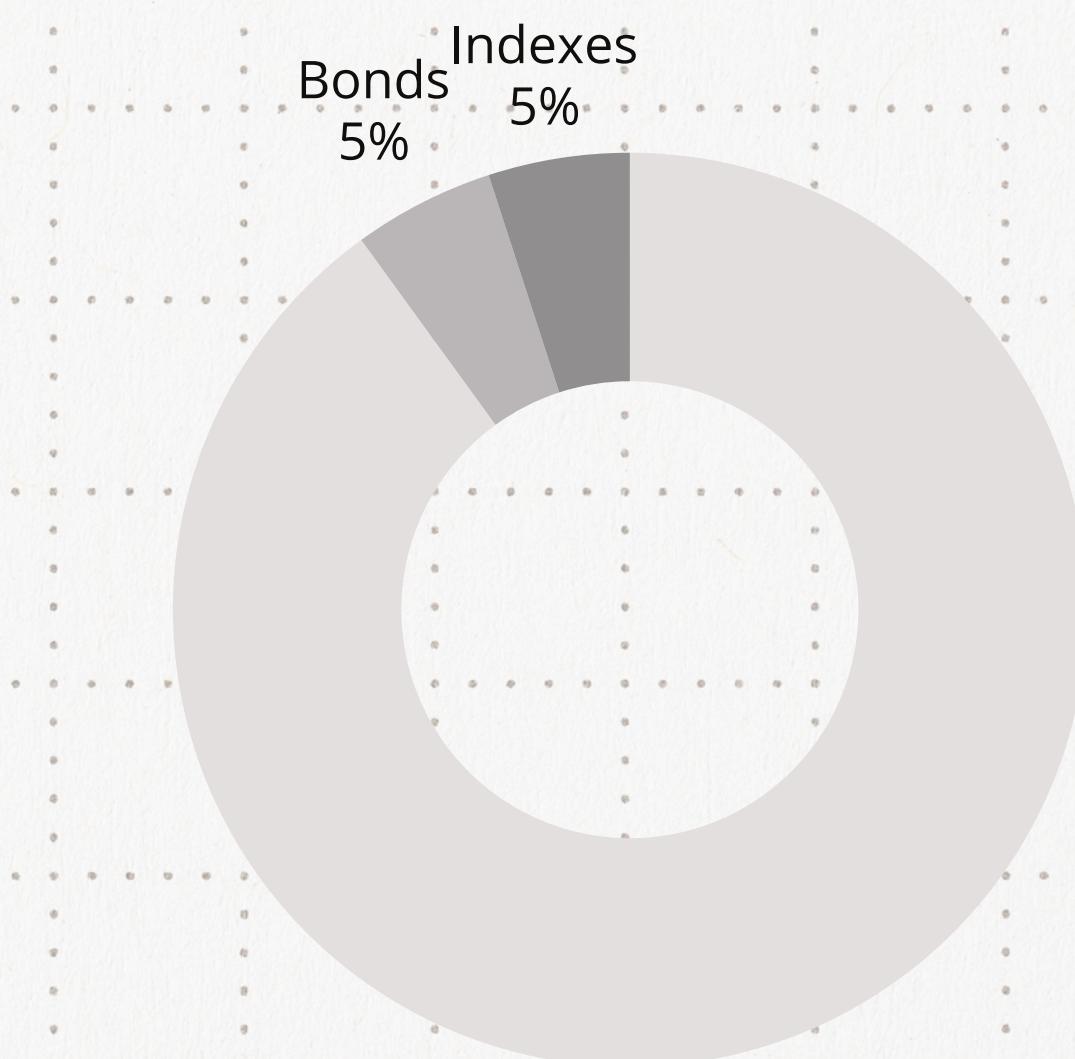
Depending on your risk profile put your money in different funds

Equities (60-80%)

Buffett maintains a significant exposure to the stock market, seeking long-term growth.

Fixed Income (10%)

He allocates a portion of his portfolio to lower-risk fixed income investments.
ex: short-term government bonds



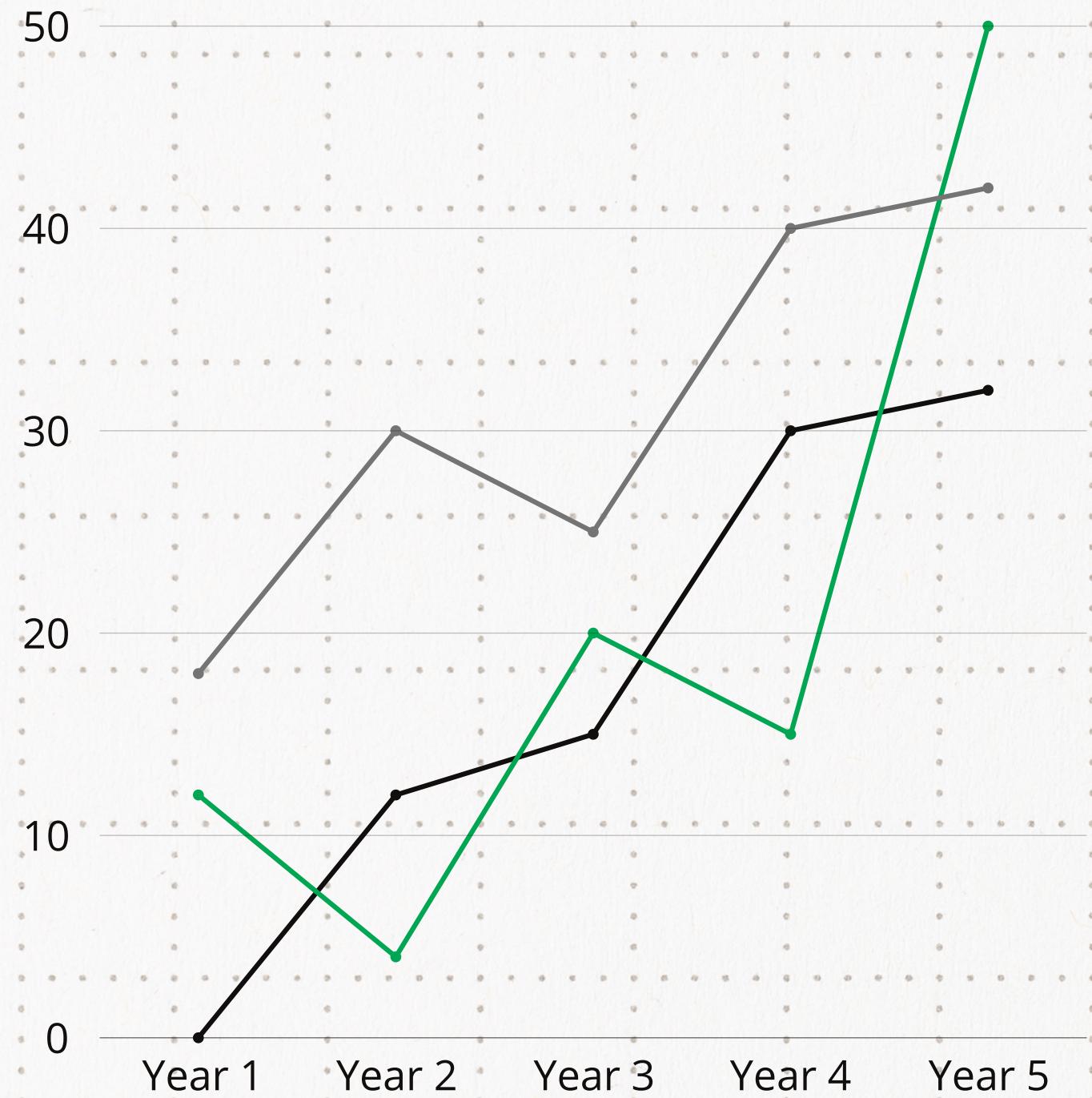
Bonds 5%

Stocks
90%

Indexes
5%

Buffett's Holding Period

Investing regularly pays off in the long term



Average 10+ Years

Buffett is known for his patient, long-term approach to investing.

Patience is Key

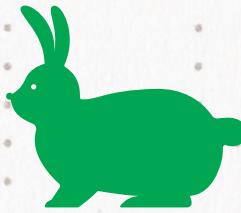
He believes that time in the market is more important than timing the market.

Compounded Growth

Buffett's long-term focus allows for the power of compounding to work in his favor.

Buffett's Top Holdings

Are you a conservative, moderate or aggressive investor?



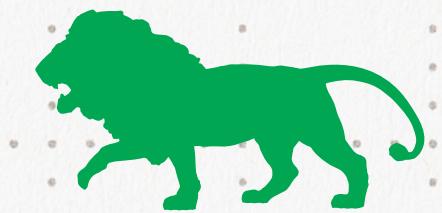
Coca-Cola (9%)

A long-standing Buffett holding, showcasing his preference for iconic consumer brands.



Bank of America (12%)

A major banking investment, demonstrating Buffett's belief in the financial sector.



Apple (44%)

Buffett's largest holding, reflecting his confidence in the tech giant's long-term prospects.

Apple's Financials

\$365 Billion Revenue

Apple's massive scale and global reach drive its industry-leading financial performance.



\$99 Billion Net Income

Apple's strong profitability, with a 22% profit margin, demonstrates its operational excellence.

Apple
revesure:

\$355 billion

\$99 billion

22%

profit marilin.



Apple's Competitive Advantage

1 Ecosystem

Apple's tightly integrated hardware, software, and services create a powerful ecosystem.

2 Brand

Apple's iconic brand and reputation for innovation attract loyal customers worldwide.

3 Innovative Products

Apple's continuous development of cutting-edge products drives its market leadership.



Why Buffett Loves Apple?



Visionary Leadership

Buffett admires Apple's innovative culture and the visionary leadership of CEO Tim Cook.



Strong Moat

Apple's ecosystem and brand create a sustainable competitive advantage, a key Buffett criterion.



Predictable Earnings

Apple's strong financial performance and brand loyalty provide reliable earnings growth.

Thank You



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