Knowledge Management
UE17CS342

Project Title	:	A Knowledge Portal on Apple Inc.
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Project Abstract and Scope

Knowledge Portal on Apple Inc.

- This portal works dynamically
- Frontend –angular js, java script, html, css.
- Backend- flask, beautifulsuop(for scrapping the data)
- The portal consists of product info page, contact us page,
- As well as we have used ng sanitize angular for frontend where it has inbuilt html contents

- History of Apple inc.- Apple was by Steve jobs, Steve wozniak and Ronald Wayne in April 1976 to develop and sell wozniak's Apple I personal computer, it was incorporated as apple computer,inc., in January 1977, and sale of its computers

Design Approach

The design approach followed is Rest api's methods
1)post
2)get request
To the backend from the angular js and JavaScript we have done and as well as flask is used and data is taken from Wikipedia and scrapped it using beautiful soup method. It works dynamically and there is no static
As mentioned before the information of the updated version is and information regarding the product is dynamically updated which is taken from the Wikipedia
This design approach is preferred because of the fastest method to build and Rest is the most logical,efficient and widespread standard in the creation of APIs for portal
Rest is any interface between system using HTTP to obtain data and generate operations on those data in all possible formats .

BENIFITES OF DESIGN APPORACH:

- Simple
- Consumes less bandwidth
- Efficient
- Faster
- High performance
- Easy to understand
- Easily adaptable
- Low usage of resource
- Cleaner, safer and easy to implement
- Permits all kind of data formats
- Depends primarily on code not the resources
- Makes complex structured application easily understand able and organized
- Best for cloud based application due to stateless calls
- Scalability
- Supportability
- Flexibility
- Independence

DRAWBACKS OF DESIGN APPORACH :

- Rest api is that you can lose the ability to maintain state in Rest, such as within session. it can also be more difficult for newer developers to use.
- Maintaining UI is very difficult as the class name are different

Alternate design approaches: django, reactjs but the difficult would be same

Design Constraints, Assumptions & Dependencies

- **Design constraints:** major problem for it is UI constraints because in the html there many classes and its is working dynamic and difficult fix the data
- **Assumption:** was that is easy to understand and implement the code
- It was dynamically

Dependencies:

- Internet should be on
- Our portal cannot be in working state when the internet is off so internet is compulsory
- The internet should be on because the server connect to Wikipedia and the data will be fetched
- Wikipedia is also the dependencies

Impact :

- If the internet is off the portal does not work
- When we host or portal in the server no one can scrap the portal
- It cannot be done statically
- User interface is very difficult to handle
- The user can use it for fetching the details of the product whenever with internet feasibility
- The product details are provided dynamically by Wikipedia , the user can get the complete information about the product easily
- If there is any issues regarding the product the user can contact through contact us page

Design Description/UI Design

Entities used :

- Wikipedia
- UI
- Database
  - Link
  - Product names

Design of UI:

- The frontend is done using ng sanitize angular js which is used same as html but in higher version , as well as html , css
- In the backend flask and data scrapping from beautiful soup
- The data is taken dynamically from wikipidea
- The user get the details of the product with all the information related to it
- The interface is made easy that any user can easily understand and use the portal
- The technologies used are angular js, Rest APIs, etc.

Design description:

- Angular is the JavaScript based open source front end frame work mainly maintained by Google and by a community of individuals and corporation to address many of the challenges encounters in the developing single-page application
- It aims to simplify both the development and along with testing of such application by providing framework for users
- Angular is the frontend part of the mean stack

Case study on Apple inc.

- Apple Inc. (previously Apple Computer, Inc) is a multinational corporation that is established on April 1, 1976 in California and incorporated on January 3, 1977.
- The company for 30 years was named as Apple Computer, Inc. but it changed its name to Apple Inc. on January 9, 2007 as it wanted to expand to the consumer electronics market and do not only stay in the computer market.
- Furthermore, the company for the year 2010 employs 46,600 full – time employees and 2800 temporary employees and contractors.
- Apple designs, manufactures and markets a range of computer software, hardware products and personal computers.

Name History :

According to Steve Jobs, Apple was so named because Jobs was coming back from an apple farm, and he was on fruitarian diet. He thought the name was "fun, spirited and not intimidating".

Mission Statement :

"Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings".

Key Success Factors :

- Technology
- Manufacturing
- Distribution
- Marketing
- Skills and Capability

Strengths :

- Globally recognized brand
- Research and development
- Innovation
- Healthy Financial Performance
- Loyal consumers
- Economies of scale

Threats :

- Stiff Competition
- Product Imitations
- Potential Saturation of mobile market

Recommended Strategy Supportive Policies :

- Human resources structured training programs
- Rewarding plan for innovative ideas
- Reward scheme for staff to increase their loyalty
- Effective performance Management
- Creer planning and development

PRODUCTS:

Macintoshes currently in production:

- iMac: Consumer all-in-one desktop computer, introduced in 1998.
- Mac Mini: Consumer sub-desktop computer, introduced in 2005.
- MacBook Pro: Professional notebook, introduced in 2006.
- Mac Pro: Workstation desktop computer, introduced in 2006.
- MacBook Air: Consumer ultra-thin, ultra-portable notebook, introduced in 2008.

Apple sells a variety of computer accessories for Macs, including Thunderbolt Display, Magic Mouse, Magic Trackpad, Magic Keyboard, the AirPort wireless networking products, and Time Capsule.

iPod

Main article: iPod

From left to right: iPod Shuffle, iPod Nano, iPod Touch.

On October 23, 2001, Apple introduced the iPod digital music player. Several updated models have since been introduced, and the iPod brand is now the market leader in portable music players by a significant margin. More than 390 million units have shipped as of September 2015.Apple has partnered with Nike to offer the Nike+iPod Sports Kit, enabling runners to synchronize and monitor their runs with iTunes and the Nike+ website.

In late July 2017, Apple discontinued its iPod Nano and iPod Shuffle models, leaving only the iPod Touch available for purchase.

Apple Watch

Main article: *Apple Watch*

The Apple Watch quickly became the best-selling wearable device, with the shipment of 11.4 million smart watches in the first half of 2015, according to analyst firm Canalys.

The original Apple Watch smartwatch was announced by Tim Cook on September 9, 2014, being introduced as a product with health and fitness-tracking. It was released on April 24, 2015.

The second generation of Apple Watch, Apple Watch Series 2, was released in September 2016, featuring greater water resistance, a faster processor, and brighter display. It was also released alongside a cheaper Series 1.

On September 12, 2017, Apple introduced the Apple Watch Series 3 featuring LTE cellular connectivity, giving the wearable independence from an iPhone except for the setup process.

On September 12, 2018, Apple introduced the Apple Watch Series 4, featuring new display, electrocardiogram, and fall detection.

On September 10, 2019, Apple introduced the Apple Watch Series 5, featuring a new magnetometer, a faster processor, and a new always-on display. The Series 4 was discontinued

AirPods

Airpods are wireless Bluetooth earbuds created by Apple. They were first released on December 13, 2016, with a 2nd generation released in 2019 and the premium AirPods Pro released later that year. Within two years, they became Apple’s most popular accessory, turning into a critical success and viral sensation.

In addition to playing audio, AirPods feature a built-in microphone that filters out background noise, which allows phone calls and talking to Apple's digital assistant, Siri. Additionally, built-in accelerometers and optical sensors can detect taps (e.g. double-tap to pause audio) and in-ear placement, which enables automatic pausing when they are taken out of the ears.

On March 20, 2019, Apple released the 2nd generation AirPods, which feature the H1 chip, longer talk time, and hands-free "Hey Siri" support. An optional wireless charging case was added in the offerings.

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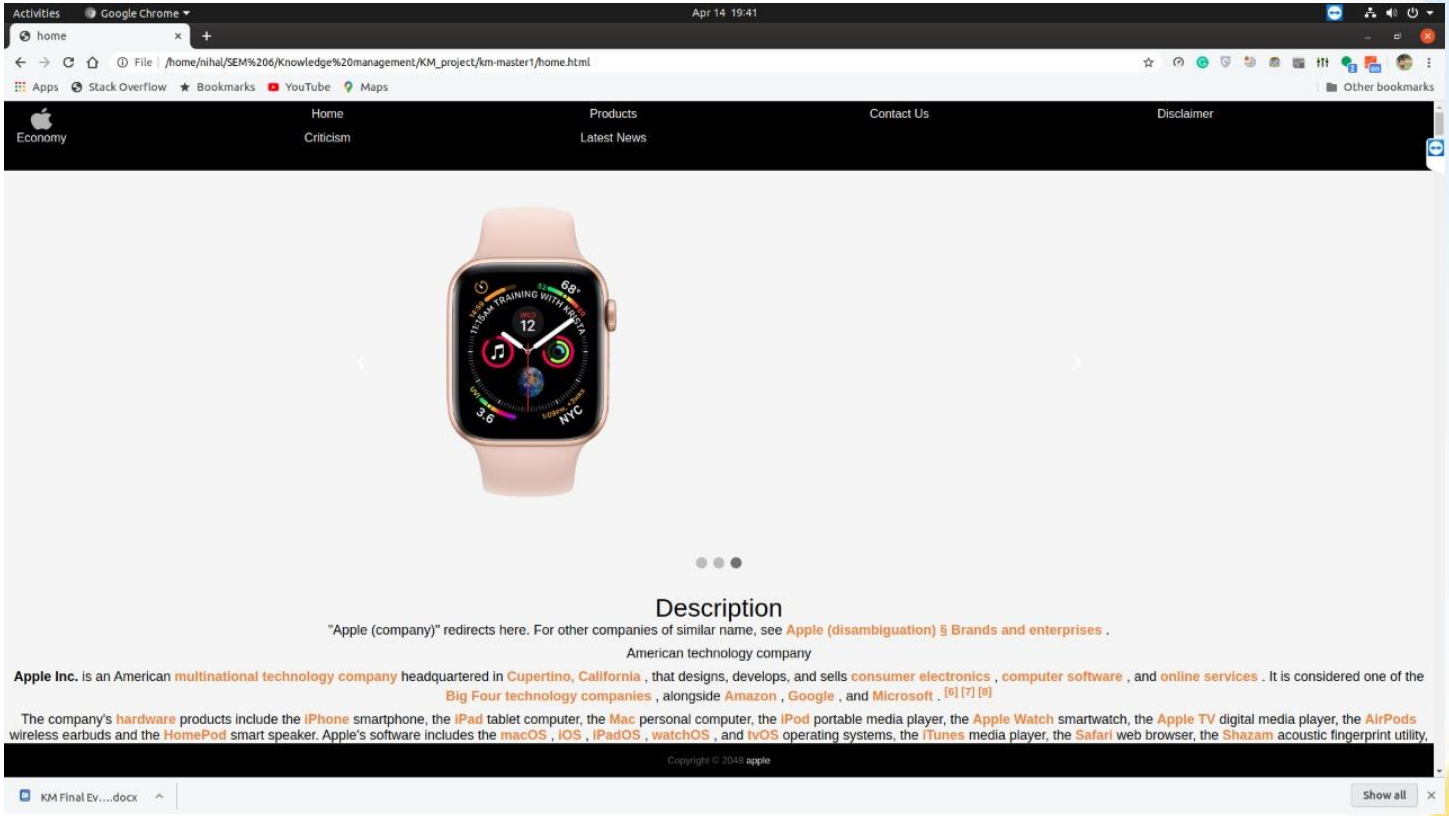

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Apple II Plus

Get product Details

Second model of the Apple II series of personal computers by Apple Computer

The **Apple II Plus** (stylized as **Apple][+**) is the second model of the Apple II series of personal computers produced by Apple Computer, Inc. It was sold from June 1979 to December 1982. [1] Approximately 380,000 II Pluses were sold during its four years in production before being replaced by the IIe in 1983.

Contents

Features

Memory

The Apple II Plus shipped with 16 KB, 32 KB or 48 KB of main RAM, expandable to 64 KB by means of the Language Card, an expansion card that could be installed in the computer's slot 0. The Apple's 6502 microprocessor could support a maximum of 64 KB of address space , and a machine with 48KB RAM reached this limit because of the additional 12 KB of read-only memory and 4 KB of I/O addresses. For this reason, the extra RAM in the language card was bank-switched over the machine's built-in ROM, allowing code loaded into the additional memory to be used as if it actually were ROM. Users could thus load Integer BASIC into the language card from disk and switch between the Integer and Applesoft dialects of BASIC with DOS 3.3 's `INT` and `FP` commands just as if they had the BASIC ROM expansion card. The Language Card was also required to use LOGO , Apple Pascal , and FORTRAN 77 . Apple Pascal and FORTRAN ran under a non-DOS operating system based on UCSD P-System , which had its own disk format and included a " virtual machine " that allowed it to run on many different types of hardware.

First-year Apple II Pluses retained the original Apple II's jumper blocks to select the RAM size, but a drop in memory prices during 1980 resulted in all machines being shipped with 48k and the jumper blocks being removed.

CP/M

Shortly after the introduction of the II Plus in 1979, Microsoft came out with the Z-80 SoftCard , an expansion card for the Apple II line that allowed the use of CP/M and contained its own Z80 CPU and logic to adapt the Z80 CPU to the Apple bus. The SoftCard was extremely popular and Microsoft's single most successful product for two years, although on the downside, it was limited to using the Apple II's CCR disk format and thus CP/M software either had to be

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Criticism

Overview about criticism of Apple Inc.

Apple Inc. is a multinational American technology company which sells consumer electronics that have been claimed by critics to combine stolen [1] [2] and/or purchased [3] designs that it claims are its own original creations. **Criticism of Apple** includes allegations of unethical business practices such as anti-competitive behavior , rash litigation, [4] and dubious tax tactics, their production methods involving the use of sweatshop labor, [5] [6] [7] customer service issues involving misleading warranties and insufficient data security , and concerns about environmental destruction. Additionally, it has been criticized [8] [9] for its alleged collaboration with U.S. surveillance program, PRISM .

Allegations against the company are varied, including:

- Thwarting smaller competitors
- Dishonest corporate policy
- E-waste and environmental destruction
- Financial affairs
- Harsh labor conditions and child labor accusations
- Collaborations with the U.S. government and the NSA

Accusations of anti-competitive behavior

Vendor lock-in practices

Apple has been criticized for the use of proprietary parts and screws on their late MacBook models and recent iPhone products. In mid-2012, Apple introduced the Retina display MacBook Pro with a slimmer and lighter design. After its release, many criticized the new MacBook Pro design for introducing trade-offs such as RAM soldered to the motherboard , the battery being glued to the aluminum uni-body chassis, the LED screen being fused to the front glass, and the use of a proprietary PCI-E solid-state drive as opposed to a SATA interface. Many criticized these practices as a way for Apple to keep consumers out of the hardware they purchased, as well as eliminating self-repair from the consumer. [10] [11] iFixit , an electronics do-it-yourself website, named the 2012 Retina MacBook Pro "the least repairable notebook on the market." [12]

Apple has similarly faced controversy for the closed ecosystem surrounding its music store, iTunes; [13] Because of this, Steve Jobs was ordered to attend a court hearing regarding antitrust violations specifically with iPods and iTunes. [14] Apple has not licensed its FairPlay DRM , or its formerly proprietary lossless format codec Apple Lossless (ALAC), to any other company, thus preventing content—either purchased from the iTunes store, or Apple Lossless encoded in the iTunes computer application or bought from non-iTunes sources—from being used on other manufacturers' devices. As of April 2009 [update] , all music on the iTunes Store is DRM-free, [15] however this does not apply to other content. The Apple Lossless (ALAC) codec was reverse-engineered and an independent encoder and decoder was released. [16] In 2011, Apple made the original ALAC source code available under the Apache license .

iTunes

Main article: iTunes

Apple was caught up in controversy regarding the online sales of music in the European Union where, as a single market, customers are free to purchase goods and services from any member state. iTunes Stores there forced consumers and other music buyers to iTunes-only sites by restricting content purchases to the country from which the customers' payment details originated, which in turn forced users in some countries to pay higher prices. On December 3, 2004, the British Office of Fair Trading referred the iTunes Music Store to the European Commission for violation of EU free-trade legislation. Apple commented that they did not believe they violated EU law, but were restricted by legal limits to the

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Economy

Apple Inc. (AAPL) became the world's first company to record a market capitalization of $1 trillion, and subsequently passed the $1.3 trillion threshold in Dec. 2019. To put that staggering $1.3 trillion figure in context, we present five other huge things that the giant technology company is bigger than in terms of dollar value.

Key Takeaways

- Apple Inc. leads all public companies with a $1.3 trillion market cap.
- This figure exceeds the GDP of most countries.
- It also exceeds the total value of stocks on most exchanges worldwide.
- Apple's market cap is massive by a variety of other comparisons.

1. Economies of Entire Countries

Global GDP was $85.9 trillion in 2018, per the latest data from the World Bank , and Apple's market cap is 1.5% of that figure. Compared to the U.S., the world's largest economy with GDP of $20.5 trillion in 2018, Apple's market cap represents 6.3%.

Only 14 countries have annual GDP figures greater than Apple's market cap, which is just below the $1.4 trillion GDPs each for Australia and Spain. The nations with GDP figures immediately below $1.3 trillion are Mexico, Indonesia, The Netherlands, Saudi Arabia, Turkey, and Switzerland.

Moreover, the World Bank compiles GDP data for 263 countries, regions, or collections of countries with similar characteristics. Of these, 216, or 82.1%, generate less than $1.3 trillion in annual GDP.

2. The Market Value of Some Stock Exchanges

The total market capitalization of all shares traded on the top 72 stock exchanges around the world was $84.9 trillion as of July 2019, per data compiled by the World Federation of Exchanges . Apple represents 1.5% of that total.

Moreover, among those 72 exchanges, only 14 have market caps greater than Apple. Those exchanges immediately behind Apple are the Taiwan Stock Exchange, Brasil Bolsa Balcao, Johannesburg Stock Exchange, BME Spanish Exchanges, Moscow Exchange, and Singapore Exchange.

3. U.S. Budget Deficit

The U.S. government's expenses far exceed its revenue generation, leading to a burgeoning budget deficit which has been a subject of hot political debates. The Congressional Budget Office (CBO) reports that the federal budget deficit for fiscal year 2019, which ended on Sept. 30, was $984 billion, or $205 billion more than in the prior fiscal year.

Massive as the annual federal deficit is, Apple's market cap is larger. However, the total federal debt of $22.72 trillion is orders of magnitude greater.

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