

By :

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# Introduction of apple inc

Apple . is an american multinational corporation. It designs manufacturers and sells consumer electronics , hardwares and related softwares.

the company was found in april 1 , 1976 by :

- Steve jobs
- Steve wozniak
- Ronald wayne



- It was incorporated as **Apple computer , inc .** on january 3, 1977  
And was renamed as **Apple,inc .**
- Apple inc headquarters in california.
- Apple inc. has 9 products , 7 services and 378 retails stores world wide.
- Its best-known hardware products are the mac line of computers the ipod media player the iphone smartphone , and the ipad tablet computer
- Its consumer software includes the os x and ios operating systems, the itunes media browser and the safari web browser.

# Name history

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

# Why is apple logo a bitten apple

- Apple two was about to be launched and steve wanted a new apple logo on it.... He said that the bite on the apple had a biblical reference. According to him. The bite was inspired by adam and eve's story where he eats the fruit from the tree knowledge , but no matter what the main reason was behind the bite steve job.



1976



1977



1998



2001



2007



2017

## Apple Logo History

# 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”

# Vision statement

“ we are committed in producing high quality products and providing high quality service thus setting high industry standards for other competitors.”



# First apple computer

- 8 kb Ram
- Basic Motherboard
- External cassette recorder for data storage .
- Price : \$666.66





Apple 2



macintosh



Macintosh portable



Penlite



palmpilot



Macbook

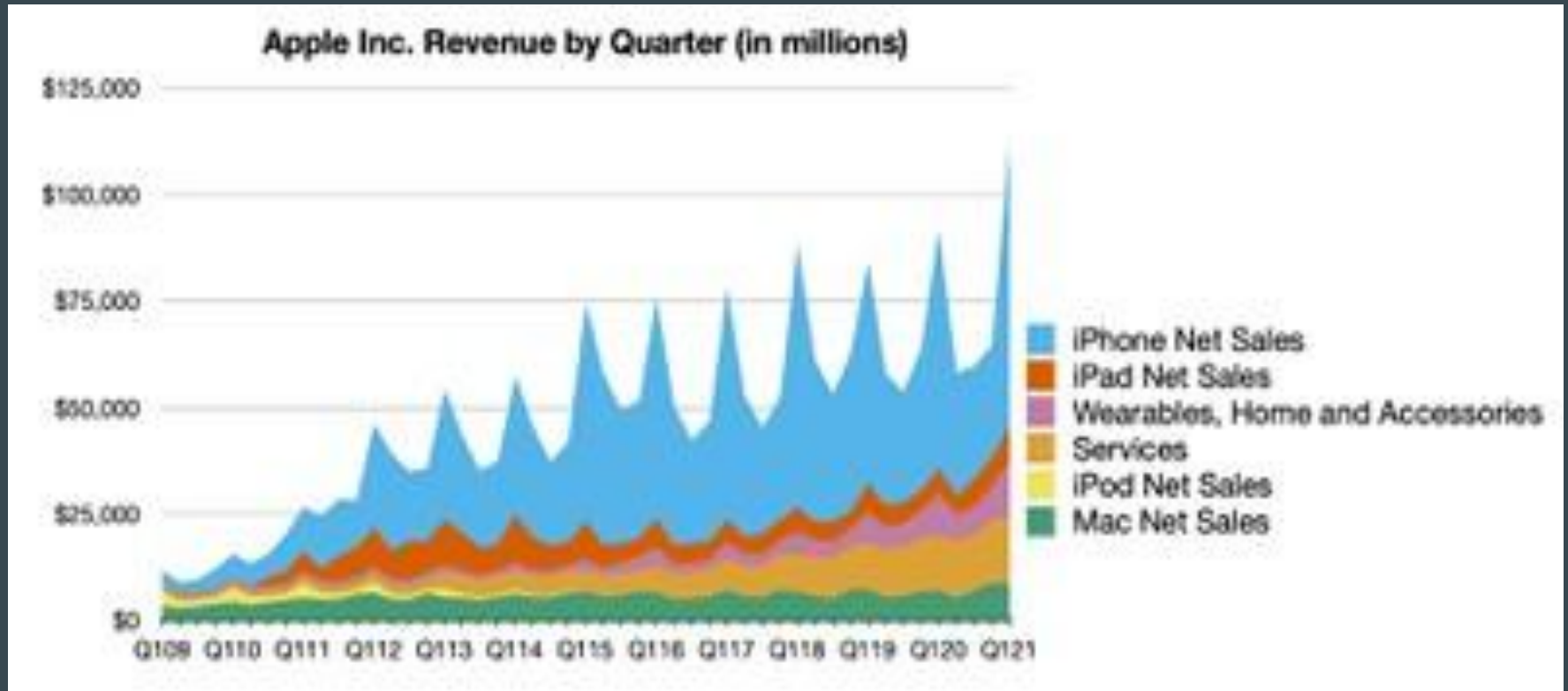
# Major hardware products

- Iphone
- Ipad
- Ipod
- Mac
- Imac
- Iwatch
- Homepod
- Apple tv

# Major software

- **Ios** :- iphone , ipad , ipod
- **Mac os** :- mac book , imac
- **Watch os** :- iwatch
- **Tvos** :- apple tv

# From where is apple making money



# iphone

- Iphone is the first smart phone introduced by apple inc. probably the most popular and succesful product . among other consumer products of apple till the date .
- The first iphone was launched in 2007 . It was called the **First generation iphone.**

# iglobalaization

- After the launch of the first iphone in 2007 . it brought a revolutionary momentum in the field of smartphone. The times awarded it **The invention of the year 2007** .
- The iphones became the first ever smartphone with a multitouch function and compact design which can handle all the day to day activities of people.

# Generation of iphone

- 2007 : iphone
- 2008 : iphone 3G
- 2009 : iphone 3Gs
- 2010 : iphone 4
- 2011 : iphone 4s
- 2012 : iphone 5
- 2013 : iphone 5s
- 2013 : iphone 5c
- 2014 : iphone 6
- 2014 : iphone 6 +
- 2015 : iphone 6s
- 2015 : iphone 6s +
- 2016 : iphone SE
- 2016 : iphone 7
- 2016 :: iphone 7+
- 2017 : iphone 8
- 2017 : iphone 8+
- 2017 : iphone x



# The market today

Today iPhone is one of the most retailing smartphones around the globe. As smartphones are getting popular, the company Apple is trying its best to provide and innovate the modern technology to its devices. The latest iPhone 12 is the perfect example of it as it features :

- The infinity display
- Face ID
- A14 Bionic chip
- Animoji
- True depth camera
- 3D touch & Taptic engine

# issues

- Product differentiation
- Product diversification
- Maintaining customer loyalty
- Market saturation

# Key success factors

- Technology
- Manufacturing
- Distribution
- Marketing

## strengths

- Globally recognized brand
- Unique features
- Unique characteristics
- Superior quality
- Rapid innovation
- High consumer services
- Online sales

## weakness

- High price
- Restrictions
- Lack in variety

# Thank you

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