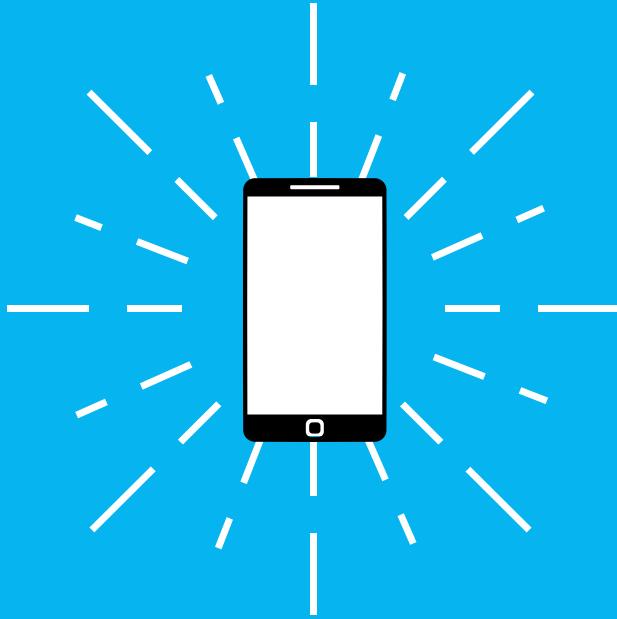


The background of the slide features a large, metallic Apple logo mounted on the side of a modern building with glass windows. The logo is silver and has a slight reflection. The building's facade is light-colored and shows some architectural details like cornices and decorative elements.

ANALYSIS OF A NYSE COMPANY

APPLE

POLITECNICO DI TORINO
ACADEMIC YEAR 2022 / 2023



HISTORY OF THE COMPANY

Apple Inc. is an American multinational technology company headquartered in Cupertino, California, United States.

It is the world's biggest company by market capitalisation, the fourth-largest personal computer vendor by unit sales and second-largest mobile phone manufacturer.



THE PEOPLE WHO STARTED IT ALL

Apple Computer Company was founded on April 1, 1976, by Steve Jobs, Steve Wozniak, and Ronald Wayne as a partnership.

In 1984, Apple launched the Macintosh.

At the Macworld Expo on January 9, 2007, Jobs announced that Apple Computer Inc. would thereafter be known as "Apple Inc.", because the company had shifted its emphasis from computers to consumer electronics.

IPHONE

MAC AND MACBOOK



IPAD

IPOD



APPLE WATCH

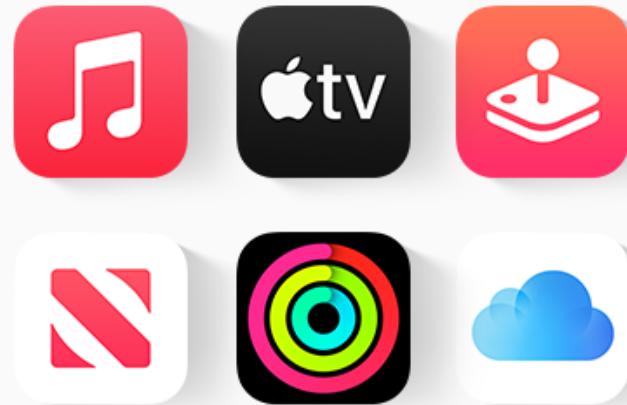


AIRPODS



SERVICES

Apple One





COMPETITORS

text

MARKET ANALYSIS

PESTEL Analysis and SWOT Analysis

PESTEL ANALYSIS

Political

Technological

Economic

Environmental

Social

Legal

STRENGTHS

WEAKNESS

OPPORTUNITIES

THREATS

MARKET STRATEGY

MARKETING
AND
PRODUCTS
SIMPLE

BUILD AN
EXPERIENCE
ECOSYSTEM

CREATE A
COMMUNITY
OF
CUSTOMERS

ORGANISE
SALES AND
MARKETING BY
CUSTOMERS

PREVENT
PRICE WARS

THINK
GLOBALLY,
ACT LOCALLY

UTILISE
CUSTOMER-
BASED
METRICS

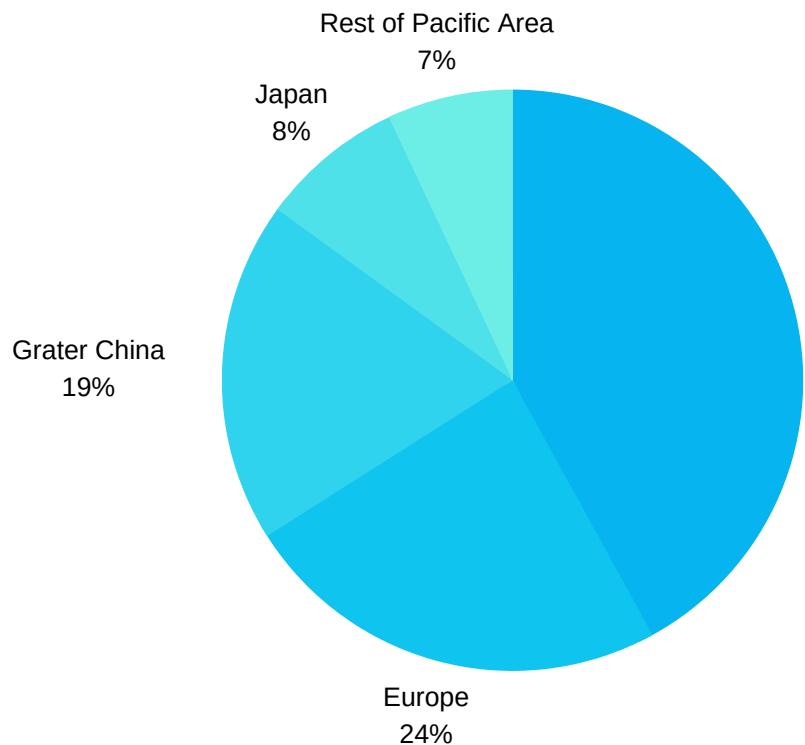
BUSINESS SEGMENT

- Americas
- Europe
- Greater China
- Japan
- Rest of Pacific Area

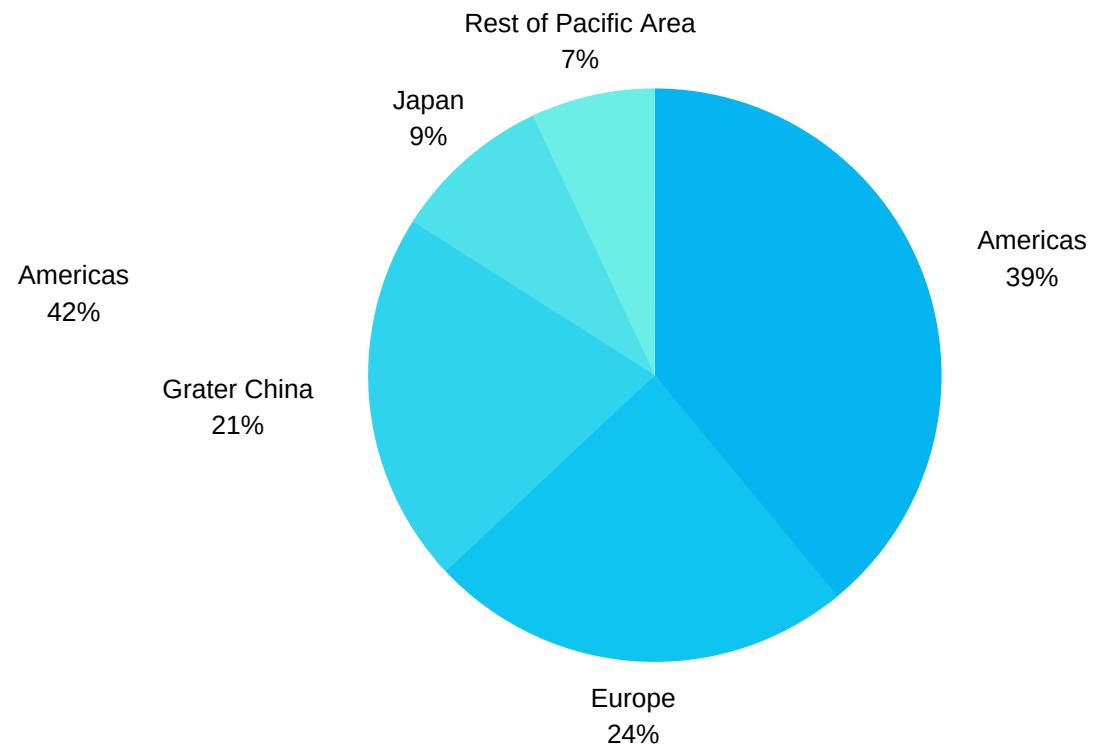


Each geographic region is managed separately to better align with the location of the Company's customers and distribution partners and the unique market dynamics.

Net Sales



Operating Income



A photograph showing a black calculator and a gold-colored pen resting on a white surface. In the foreground, there is a large blue bar chart comparing four products (Product 1 to Product 4) across three time periods (2011, 2012, 2013). Below the bar chart is a pie chart divided into three segments, each labeled with a percentage: 45%, 35%, and 20%. The entire setup is on a light-colored desk.

FINANCIAL ANALYSIS

1. Profitability ratios
2. Liquidity ratios
3. Solvency ratios
4. Comparisons

Accounting and Corporate System Course

Professor Ughetto Elisa

THANKS FOR WATCHING

Team members

- Agnese Martina
- Barlgea Roxana Nicoleta
- Bellarmino Romina
- Conte Stefano
- Grasso Silvia
- Grosu Gabriela



**Politecnico
di Torino**