Noah Edward Hall

Bus 690, Thursday

1. **PERFORM A SWOT ANALYSIS FOR APPLE.**
   1. Strengths
      1. Exceptional product performance
      2. Brand loyalty
      3. Innovation
      4. Capital
      5. Leadership
      6. Industry leader in multiple product markets
   2. Weaknesses
      1. Spends less on R&D which is critical for innovation
      2. Loss of founder
      3. Recent product releases did not meet industry standards
   3. Opportunities
      1. Competitors do not have the “it” factor that Apple does
      2. Room to create a sticky ecosystem by increasing the integration between all of the product markets
      3. New product markets like the Apple TV have huge revenue potential
   4. Threats
      1. Amazon competes directly in the sale of electronic media (music, videos, books)
      2. All of Apple’s competitors have massive amounts of capital, knowledge, and employees that can easily duplicate Apple’s products
2. **PERFORM A SWOT ANALYSIS FOR GOOGLE.**
3. Strengths
   1. Spends around 5.1billion annually on R&D
   2. Rules the internet search market
   3. Android operating system is used exclusively by Samsung in all of its smartphones
   4. Is king in the digital advertising space, controlling around 70% of a 25B industry
   5. The chromebook is very popular
   6. Is a very innovative company
4. Weaknesses
   1. none
5. Opportunities
   1. It can use the Motorola purchase to compete head-on with Apple in hardware & OS
   2. If Google can launch the internet-of-things successfully and drive adoption, everyone will use Google’s OS to connect all of their “things” to the internet
   3. If google can successfully launch its own highspeed internet, It will control the universe
6. Threats
   1. Samsung is working on its own OS and may decide to stop carrying the Android OS
   2. Many niche players are appealing to Google’s clientele who want to diversify their relationships
7. **What are Apple’s product segments?** 
   1. Music player: Ipod
   2. Smartphone: iphone
   3. Tablet: ipad
   4. Laptop
   5. Desktop computers
   6. Music retail: itunes
   7. Publishing: ebooks
   8. Service (retail stores)
   9. TV: Apple TV
8. **In what areas can the company pursue growth?**
   1. In foreign markets
   2. Apple TV
   3. In emerging markets
9. **Identify the top challenges faced by Tim Cook and how he should address them.**
   1. Finding the next big thing and continuing innovation
      1. Tim Cook needs to look to emerging trends, in emerging communities, and find consumers who are not saturated by current technology
   2. Constant pressure from competitors seeking domination in each product market
      1. Tim Cook needs release products with superior components, provide superior service, and innovative products to the market.
   3. Gaining market share in emerging economies (e.g. china & brazil)
      1. Tim Cook needs to analyze those emerging markets and develop strategies defined by the constraints in those emerging markets to appeal to the emerging market consumers
   4. Where to compete in the long term
      1. Global is the only answer that matters