Noah Edward Hall

# PESTEL

* P
  + Law enforcement dislikes apples new encryption on their devices
  + Net neutrality
* E
  + Stock market dropped today 1.54% based on russias retaliation for recent US & UK sanctions drafted law seizing foreign assets
* S
  + Leaked photos on from apples icloud has bad publicity
  + People are concerned about privacy
  + Everyone is connected all the time
* T
  + Internet of things is taking root
  + Quantum computing is making advances
  + Constant need to innovate due to commoditization
* E
  + Triple bottom line
  + The need for businesses to take a stance on societal issues, sustainability, green business, fossil fuels
  + Tim cook & apple recently took a stance to abandon fossil fuels
  + Synthetic resources
  + Thorium is on the move
* L
  + Patent wars
  + Laws are being passed allowing government unfettered access to personal data

# 5 FORCES + 1

* THREAT OF NEW ENTRANTS
  + Hardware new entrants is low
  + Software new entrants is high
* SUBSTITUTES
  + Plenty of substitutes
* EXISTING COMPETITIVE RIVALRY
  + Apples main competitors are easily able to copycat apples innovation
* BUYING POWER OF SUPPLIERS
  + This low for apple, a supplier is not going to argue with apple because suppliers are dieing for an apple contract
* BUYING POWER OF CONSUMERS
  + It is easy for someone to switch from apple
  + It is very unlikely for a mass-exodus of consumers
* COMPLEMENTS
  + Many complements
  + Everyone makes products for apple

# INTERNAL

* Resources,
  + Huge amounts of capital
  + Land
  + Top engineers
  + Customer service
* Capabilities: will lead to core competencies (valuable, rare, costly to imitate, firm can organize to capture it)> can be leveraged into competitive advantages
  + Valuable: innovation, brand recognition, design, OS
  + Rare: market position; patents, design, OS
  + Costly to imitate: design, OS
  + Organization: structured organization, well defined hierarchy,
  + Core competencies: culture of company fosters innovation
* activities: what the firm does
  + produces ipod, iphone, tablet, laptop, desktop, apple tv, retail stores, beats
* Value chain: how the company does its work, how the company is organized
  + Outsource manufacturing
  + In source design, engineering, marketing, retail
  + Partnerships with phone companies
* SWOT: put the external & internal stuff in a SWOT analysis
  + S
  + W
  + O
  + T
* You have to follow the methodology, every step in the external & internal section must be completed in order to properly do a SWOT