

Apple Inc. – Company Overview

Apple Inc. is a global technology company that designs, manufactures, and sells consumer electronics, software, and services. Its core products include the iPhone, iPad, Mac, and wearables, while its Services segment includes the App Store, Apple Music, iCloud, Apple Pay, and other subscription-based offerings. Apple's business model emphasizes ecosystem lock-in, premium pricing, and vertical integration.

From a financial perspective, Apple is characterized by strong margins, significant free cash flow generation, and aggressive capital return through share buybacks. Services revenue has become increasingly important as a stabilizing and high-margin component of overall performance.