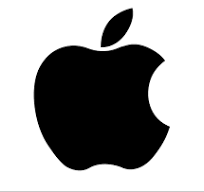
**A Report on My Fictional Company**

**Apple Company**



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# Introduction

Apple Inc. is an American multinational corporation and technology company headquartered and incorporated in Cupertino, California, in Silicon Valley. It is best known for its consumer electronics, software, and services. The company was incorporated as Apple Computer, Inc. by Steve Wozniak and Steve Jobs in 1977. Apple is the largest technology company by revenue, with US$383.29 billion in 2023.The company was founded to produce and market Wozniak's Apple I personal computer. Its second computer, the Apple II, became a best seller as one of the first mass-produced microcomputers. Apple introduced the Lisa in 1983 and the Macintosh in 1984, as some of the first computers to use a graphical user interface and a mouse. By 1985, internal company problems led to Jobs leaving to form NeXT, Inc., and Wozniak withdrew to other ventures; John Sculley served as long-time CEO for over a decade. In the 1990s, Apple lost considerable market share in the personal computer industry to the lower-priced Wintel duopoly of the Microsoft Windows operating system on Intel-powered PC clones. In 1997, Apple was weeks away from bankruptcy. To resolve its failed operating system strategy, it bought NeXT, effectively bringing Jobs back to the company, who guided Apple back to profitability over the next decade with the introductions of the iMac, iPod, iPhone, and iPad devices to critical acclaim as well as the iTunes Store, launching the "Think different" campaign, and opening the Apple Store retail chain. These moves elevated Apple to consistently be one of the world's most valuable brands since about 2010. Jobs resigned in 2011 for health reasons, and died two months later; he was succeeded as CEO by Tim Cook.

Apple, Inc. engages in the design, manufacture, and sale of smartphones, personal computers, tablets, wearables and accessories, and other variety of related services. It operates through the following geographical segments: Americas, Europe, Greater China, Japan, and Rest of Asia Pacific. The Americas segment includes North and South America. The Europe segment consists of European countries, as well as India, the Middle East, and Africa. The Greater China segment comprises of China, Hong Kong, and Taiwan. The Rest of Asia Pacific segment includes Australia and Asian countries. Its products and services include iPhone, Mac, iPad, AirPods, Apple TV, Apple Watch, Beats products, Apple Care, iCloud, digital content stores, streaming, and licensing services. The company was founded by Steven Paul Jobs, Ronald Gerald Wayne, and Stephen G. Wozniak on April 1, 1976 and is headquartered in Cupertino, CA

# Our Product and services

Apple company offers a diverse range of high-quality electronic products designed to meet the needs of modern consumers. The product lineup includes:

## Laptops

Apple laptops are highly regarded for their blend of performance, portability, and affordability. Known for their sleek designs and robust build quality, Apple laptops cater to a wide range of users from students to professionals. The inclusion of the latest processors and high-definition displays has earned them a reputation for reliability and efficiency.

## Desktops



Apple desktops are synonymous with power and dependability. These desktops are favored by both home users and businesses for their high performance and customizable configurations. With a strong emphasis on quality components and user-friendly designs, Apple desktops are known for their longevity and excellent performance in demanding tasks.

## Tablets



Apple tablets are celebrated for their versatility and innovative features. Popular among digital artists, students, and professionals on the go, these tablets offer high-resolution displays, long battery life, and robust processing power. Apple’s focus on user experience and functionality has made their tablets a preferred choice in the market.

## Smartphones



Apple smartphones enjoy a stellar reputation for advanced features, including high-resolution cameras, fast processors, and 5G capabilities. They are appreciated for their affordability without compromising on quality, making them accessible to a broad audience. The brand's continuous innovation and stylish designs have cemented Apple smartphones as a leading choice among consumers.

# Flow Chart of Business Plan

* Apple company

# Statistics of sold products in the last 3 months

# ( January – March 2024)

|  |  |
| --- | --- |
| The sum of Total Sales (BDT) | |
| Product | **Total** |
| Desktop | 6950000 |
| Laptop | 12250000 |
| Smartphone | 6150000 |
| Tablet | 3320000 |
| Grand Total | **28670000** |

# Sales Report of Apple company of the Month January – March 2024

|  |  |
| --- | --- |
| The sum of Total Sales (BDT) | |
| Months (Date) | **Total** |
| January | 8750000 |
| February | 9920000 |
| March | 10000000 |
| Grand Total | **28670000** |

# Yearly report of Apple company

|  |  |  |  |
| --- | --- | --- | --- |
| **Yearly report** | | | |
| Month | Expenses | Sales | Profit |
| January | 9288500 | 8750000 | -538500 |
| February | 9744300 | 9920000 | 175700 |
| March | 8904700 | 10000000 | 1095300 |
| April | 7345200 | 7957400 | 612200 |
| May | 8987000 | 9876500 | 889500 |
| June | 5215400 | 5164500 | -50900 |
| July | 9976500 | 11543600 | 1567100 |
| August | 7976700 | 8087900 | 111200 |
| September | 9879000 | 9969800 | 90800 |
| October | 6234800 | 7024000 | 789200 |
| November | 4534800 | 4809300 | 274500 |
| December | 8348700 | 8834800 | 486100 |