

A dark grey arrow points to the right from the left edge of the slide. Below it, several thin, curved lines in shades of blue and grey sweep across the left side of the slide, creating a dynamic, abstract background element.

History of Apple Company

- Apple was founded in 1976 by Steve Jobs and Steve Wozniak.
- The Company focuses in providing quality computer software and personal computers.
- The Company has more than 364 retail stores in more than thirteen countries.
- It has an online platform where customers can order the product of their choice.
- Apple Company is a reputable brand for its quality products and services.

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History of Apple Company Cont'd

- ▶ Some of the major products of Apple Company include;
 - ▶ Apple TV
 - ▶ ipod
 - ▶ iphone
 - ▶ ipad
- ▶ The company also manufactures applications such as Mac OS X, itunes, operating systems among others.
- ▶ It also deliver digital content and application through its online stores, direct sales force , retailers and wholesalers.

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Apple Company Vision

- ▶ The vision of Apple focuses on offering best products that enhances customers satisfaction.
- ▶ Its vision statement is. “ To make the best products on earth an leave the world better than we found it”’.
- ▶ The vision guides the Company in innovation strategies to offer best products and services that makes the world a better place.
- ▶ However, the vision focuses on customer satisfaction and creating a conducive environment.
- ▶ This gives the Company a competitive advantage.

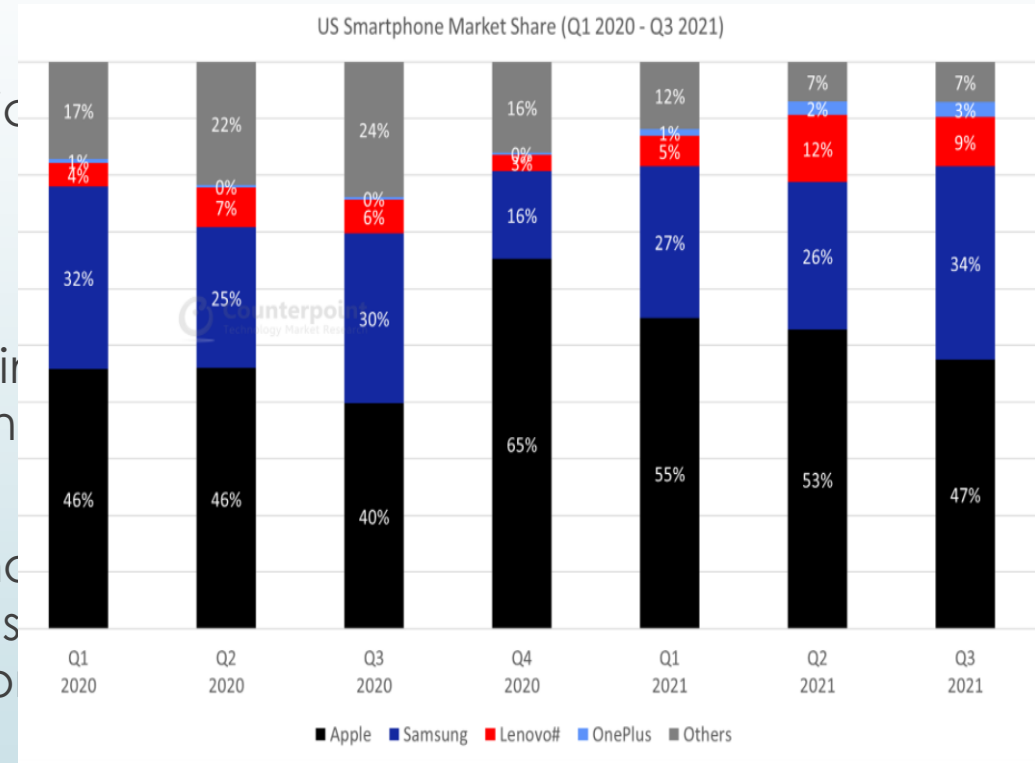
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Apple Company Mission

- The mission of Apple Company shows concerns for employees, customers and members of the society.
- It is concerned in protecting the environment, enhance safety to employees, and enhancing customers satisfaction.
- The mission of the Company is “ To bring the best personal computing products and support to students, educators, designers, scientists, engineers, businesspersons and consumer in over 140 countries around the world”.
- However, both vision and mission of the Company motivates employees to provide change for the ambitious benefits.

Apple Market share

- Apple Company has a significant marketshare in the current market.
- The market share of Apple Company jumped from 40% in third quarter of 2020 to 47% in 2021.
- The Competitors of Apple phone and computers include; Samsung, HP, Toshiba, Sony, Nokia among others.



➤ Sources: (Counterpoint, 2021)