

# Business Project

**Company:** Apple

## **History:**

Apple was founded in the year 1976, when Steve Jobs started it in his garage, in California, he created his first computer which he called "Apple I", it wasn't until 1977, when Steve Jobs mass produced his second computer type, which he called "Apple II", Apple started moving to stores in 1984 and kept upgrading their computers.

In 2007, Apple made their first phone which they called "The iPhone", and it became their most successful and iconic product, and that was when Apple started trying to strive in technology.

In 2025, Apple is considered one of the most valuable companies worldwide, and their market-value is evaluated at 3 trillion dollars.

## **Classification:**

Ownership: Private Company

Activity of production: Secondary and Tertiary

Does it have unlimited shareholders: Yes

Business structure: Private limited company (LTD)

How large is it: Large, when using measurements of (Capital/Labor employed, market share).

## **Goods:**

Consumer goods: Iphones, Ipads, Imac, Mac, Laptops, Computers, AirPods, Apple watch, Apple vision pro, iPhone 17 pro, Apple TV, Apple pencil, iPhone cases, iPad cases, etc...

Capital goods: High-level computers bought by other businesses for them to use.

## **Services:**

Services sold by apple: Icloud, apple tv plus, apple music etc...

## **Apple's Business Objectives:**

- Making profits
- Maintaining a strong brand image
- Innovating Technology
- Growing globally

All these because Apple is a business in the private sector

Apple offers goods and services, for example they offer the iPhone which is a good but the apps on it are considered services that are used by the customers. The iPhone is considered a want which satisfies a person, but day by day technology.

These objectives are SMART because

S. They want to increase sales and open new retail stores

M. by 50%

A. they want to open 200 retail shops

R. They want to increase sales and open new retail stores

T. All within the next year.

## **CELL (Capital, Enterprise, Land, Labor):**

- Apple has around 200,000 machinery (Capital).
- Apple's entrepreneur is Tim Cook, who has characteristics of an entrepreneur like: Commitment, Creativity and Confidence (Enterprise).
- Apple has its factories and headquarters and extracts natural materials from the earth to produce their technology (Land)
- Apple has 161,100 employees(Labor).

## **Entrepreneur:**

Steve Jobs was the person who founded apple, he had many characteristics of a successful entrepreneur, he was creative when making his products such as the phones and computers that he designed. He was also resourceful when he first founded Apple in his garage.

## **Mission Statement:**

A written statement by a company that states the primary purpose of the business, here's apple's:

[https://investor.apple.com/our\\_values/default.aspx](https://investor.apple.com/our_values/default.aspx)

## **Advertisements:**

1- <https://www.youtube.com/shorts/7t9zCO4sQis>

2-<https://www.youtube.com/shorts/Hev6bMKKEao>

3- <https://www.youtube.com/shorts/xehRAvzPqD8>

## **Profits:**

Apple makes a lot of profits, mainly because they sell their products and services at a high price. For example an Iphone costs 400\$-500\$ to make but is sold for double the price (999\$-1200\$).

Official reports say that apple makes around 88\$ billion dollars of profits yearly.

## **Leadership Style:**

Apple's leadership style is democratic, because it is quite team-oriented. There aren't much details about leadership inside apple, however reports from employees imply that leadership is democratic and cooperative. This means that employees in apple feel motivated because they are important which is an advantage, on the other hand, decision making will take longer because the CEO / manager has to wait till all employees make a decision instead of him doing it alone which is a disadvantage.

## **Structure:**

Apple's structure has more of a flat structure for a company their size, therefore communication is way simpler and easier, which is an advantage.

## **Motivation:**

Apple usually motivates their employees using money (monetary):

- Performance based bonuses
- Discounts on apple products
- Strong focus on teamwork.