Company

[Name of the Writer]

[Name of the Institution]

Company

The company selected for the completion of this assignment is Apple Inc. Apple Inc. is an American Multinational company that deals in technological goods.

**Q 1.**

**Vision:**

Apple Inc.’s vision statement is

“To bring the best user experience to its customers through its innovative hardware, software, and services.”

**Mission Statement:**

Apple Inc’s current mission statement, as mentioned in the annual report presented by the company in 2017, is:

"Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App store, and is defining the future of mobile media and computing devices with iPad."

**Target Market:**

The target market of Apple Inc. consists mostly of the United States of America, whereas a little focus is also put on other regions like Asia and the Middle East as well. The most targeted age bracket is between 20 to 50 years.

**Products or Services:**

Apple Inc. specializes in electronic goods especially in consumer electronics and computer soft wares. Along with this it also provides online services. The most prominent products produced by the company are iPhone, iPad, and iPod along with Mac, Apple Smartwatch, and a number of online soft wares. The services provided include iCloud, Apple pay, and various other online services.

**Q 2.**

Apple Inc’s business strategies are mostly customer-centered and mainly revolve around improving the customer’s experience. This approach is also evident from its vision statement. In order to achieve this objective, Apple focusses on providing quality in both its products and services, Along with serving high-end technological products and cutting edge softwares, it also focuses on improving the buying experience in its online and walk-in stores.