Apple in the News

Your Name (First M. Last)

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**Introduction:**

Apple Inc. is a multinational company that produces computer software, electronics, and online services. It is US Technology Company whose headquarter located in California. It is well known due to the size and revenue (“Apple,” n.d.). High and profitable production made apple world largest IT Company. Apple was losing its market value and stocks due to some serious issues like Brexit and US-China trade war. Apple is once again in the news as the stock is witnessing momentum. The news article published on January 2019 shows that positive development of Apple through the different graph and analytical data (“A Top-Down Analysis Of Apple’s Next Big Opportunity - Apple Inc. (NASDAQ:AAPL) | Seeking Alpha,” n.d.). Some crucial details about the company are as follows:

**Competitive Intelligence:**

Complete competitive intelligence of Apple includes:

* **Industry:** Apple is a multinational technology company. It's work for more than one industry that are consumer electronics, semiconductors, computer hardware and software, online services, digital distribution, and corporate venture capital.
* **Competitors:** The main competitors are Samsung, PayPal, Amazon, Dell, and Sony.
* **Products:** Famous products of Apple areiPhone, IPad, iPod, Apple watch, tvOS, Logic Pro, Macintosh, etc.
* **Employees:** More than one lakh
* **Revenue:** 265.595 billion US dollars.
* **Net Income:** 59.531 billion US dollars.

**Demographics:**

Apple demographics if divided into two, i.e., market demographics and workforce demographics.

* **Market Demographics:**Purchasing ratio man vs. women is 2:1 where the average age of consumer is 35-44. Age demographics of age between 18-34 25% consumers show interest only in Apple product during the period of six months. Apple consumers are more affluent than other users that use devices on a regular basis.
* **Workforce Demographics:**Workforce demographics shows that Apple company staff consist of seventy percent male and thirty percent female workers. The disparity with the technology-related designation is about eighty percent male and twenty percent female.

**Porter's 5 Forces:**

* **New entry threats:** Apple has a strong market where existing companies are unable to compete. The supply chain is the great defense by the company to the new entries.
* **Substitution threats**: It isnot necessary that the competitors produce the same product, but the product that offered the product with the same features can be a threat to the company**.**
* **Supplier power:** It isdetermined through the uniqueness of products. Apple reduced the power of chip makers, manufacturers, and distributors.
* **Competitive rivalry:** Apple always avoids price-based competition. They focus on the production of superior goods with a quality check and a unique ecosystem.
* **Buyer power:** Buyer power is not much in Apple case due to a large number of customers.

**Value chain analysis:**

* **Apple operation:**It is divided into the following segments:

1. America
2. Europe
3. China
4. Japan
5. Australia and Asia.

* **Marketing and sales:**

1. Salesforce
2. Wholesale
3. Online stores
4. Retailers
5. Value-added resellers

**Resource-Based View:**

The resource-based view is the model which analyzes the company sources related to its competitive advantage. Apple has a competitive advantage because it is costly to copy the apple products as well as other firms unable to exploit apple’s opportunities. Three main factors strengthen the resource-based view of the company it includes:

* Brand Reputation
* The advantage of being the first mover
* Customer loyalty

**Balanced Scorecard:**

Apple balanced scorecard helps to elevate the company to increase the performance by supporting the leader in making decisions. Apple uses 5 main performance indicators.

* Core competencies
* Value of shareholders
* Satisfaction of customer
* Market share
* Commitment of employee

**Human Capital:**

Apple Company is now focusing on the new ways to handle the difficulties without withdrawing from the initial goals. Apple confronts the social, economic changes and environmental risks.

**Social Capital:**

Social capital includes non-economic resources. Apple uses advertisement and social media to enhance their productivity. All the knowledge and skills are making Apple product more famous, and market share of the company is going up.

References

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