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APPLE SWOT & PESTLE ANALYSIS

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Company Name : Apple

Company Sector : Technology

Operating Geography : USA, North America, Global

About the Company :

Apple Inc. is a famous American multinational technological company. It is well known for its capabilities to design, develop and sell consumer electronics, computer software and online services. It has its headquarters in Cupertino, California. The company was founded on April 1, 1976 by Steve Jobs, Steve Wozniak and Ronald Wayne. The company's hardware products include iPhone, iPad, Mac personal computer, iPod media player, Apple watch, Apple TV and many more products. Apple's software includes macOS, iOS, tvOS and watchOS operating systems, iTunes media player, Safari web browser and many more. Its online services include iTunes store, iOS App store, Mac App store, Apple Music and many more. As of early 2021, the company employed around 80,000 full-time employees. Apple has consistently ranked top in generating profits, revenue, market capitalization, and consumer cachet. In 2018, the company became the flagship firm to touch a trillion dollar market capitalization, although for a short period. The iPhone has been the companies golden goose for several years earning it plump profits and keeping its innovation quotient ticking high.

Apple's USP or unique selling proposition lies in being one of the Big Technological companies of the world counted alongside the likes of Amazon, Google, Microsoft and Facebook. As of 2021, Apple is the world's largest technology company by revenue, one of the world's most valuable companies and the world's third-largest mobile phone manufacturer after Samsung and Huawei. Furthermore, On 31st July 2020, Apple became the world's most valuable publicly listed company by beating Saudi Aramco after obtaining a stock gain of 10% and putting its market capitalization at \$1.82 trillion.

Apple Inc's mission statement is "to bringing the best user experience to its customers through its innovative hardware, software, and services." Apple Inc.'s vision statement reads "We believe that we are on the face of the earth to make great products and that's not changing."

Revenue :

\$274,515 million – FY ending 28th September 2020

\$260,174 million– FY Ending 28th September 2019 (Y-O-Y growth of (negative)-2.08%)

SWOT Analysis :

The SWOT Analysis for Apple is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Consistently most valuable brand 2.Strong quality and performance 3.Well known for its focus on innovation and R&D 4.Attractive financial profile with consistently strong balance sheet. 5.Strong culture fostering diversity and inclusion 6.Good mix of distribution channels 	<ul style="list-style-type: none"> 1.Collective bargaining agreement for the services of trade employees 2.Uncertainty related to supply of components 3.Dependence on third-party digital content and software developers 4.Embroided in multiple class action lawsuits 5.Major dependency on China as a market, and a critical supply base
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expanding to more countries to provide services 2.Adoption of Homegrown processor for MAC 3.Apple Arcade \u2013 the game subscription service to strengthen its ecosystem 4.Capitalizing on the growing global payments market through Apple Pay 	<ul style="list-style-type: none"> 1.Increasing competition across business environment 2.Performance dependent on carriers, wholesalers, retailers, and other resellers 3.Impact of COVID 19 on business and sales 4.\"Zero-click\" spyware that could infect iPhones and iPads 5.Struggling with supply chain issues due to severe semiconductor shortage

PESTLE Analysis :

The PESTLE Analysis for Apple is given below:

Political	Economical
<ol style="list-style-type: none"> 1.Impact of political tensions such as trade disputes with China 2.Frequent changes and restrictions regarding employment visas impacting workforce 	<ol style="list-style-type: none"> 1.Worsening global economic conditions would affect the company's business. 2.Impact of fluctuating foreign exchange rate
Social	Technological
<ol style="list-style-type: none"> 1.Perceived as world's most valuable brand. 2.Strong use of consumer behaviour marketing to gain profit 3.Creating new opportunities for careers in the iOS app economy 	<ol style="list-style-type: none"> 1.Technologically designed best tools for individuals and business 2.Constant focus on innovation and advanced technologies
Legal	Environmental
<ol style="list-style-type: none"> 1.Subjected to rules and regulations across countries owing to global operation. 2.Compliance with laws related to consumer information. 3.Fluctuations in tax obligations 	<ol style="list-style-type: none"> 1.Focused on recycling and reusing 2.Initiatives towards climate change and carbon footprint. 3.Inventing ways to replace harmful substances with eco-friendly ones and use renewable materials.

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