

Apple Inc – SWOT Framework Analysis

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Abstracts

Apple Inc is an American multinational involved in the development, designing and marketing of PCs, communication devices, servers, network solutions, portable digital music players (Ipod), and other related accessories.

The company's best-known hardware products include:

Macintosh line of computers

iPod

iPhone

iPad

Apple software includes:

Mac OS X operating system

iTunes media browser

iLife suite of multimedia and creativity software

iWork suite of productivity software

Aperture, a professional photography package

Final Cut Studio, a suite of professional audio and film-industry software

products

Logic Studio, a suite of music production tools

iOS, a mobile operating system

The company's latest financials are:

Revenues of \$42,905 million in FY 2009 - increase in revenues was due to growth in sales of iPhone handsets, and third-party digital content and applications from the iTunes Store

Operating profit was \$11,740 million in FY2009

Net profit was \$8,235 million in FY2009

A SWOT Analysis is a strategic planning tool used to evaluate:

Strengths

Weaknesses

Opportunities

Threats

involved in a project or in a business venture. It involves identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

Aruvian's R'search analyzes the company Apple Inc in the SWOT Framework Analysis. The report includes the following:

Business segment analysis of Apple Inc

Major products & services of Apple Inc

Profile of the industry Apple Inc operates in

Profile of its major competitors – Dell Inc., Hewlett-Packard Company, Microsoft Corporation, and International Business Machines Corporation

SWOT Analysis of Apple Inc

Future Perspective of Apple Inc

Aruvian's R'search's report Apple Inc – SWOT Framework Analysis has a broad ranging content suitable for industry experts as well as logically initiating the industry beginners.

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