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**SUBMITTED TO : SUNIL CHANDER**

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**SUMMARY OF CASE STUDY**

**INTRODUCTION OF APPLE Inc:**

Apple Inc is an American multinational technology company present in Cupertino, California that explores and develops new design and online services. It is considered as the world's biggest and largest company.

**FOUNDED:**

Apple Inc was founded on 1 April 1976 about 44 years ago.

**FOUNDERS:**

The founders of Apple Inc are Steve Jobs, Steve Woznaik and Ronald Wayne .

**CHAIRMAN OF APPLE Inc:**

ARTHUR D.LEVINSON

**CEO OF APPLE Inc:**

Tim cook

**COO OF APPLE Inc:**

Jeff Williams

**PRODUCTS OF APPLE Inc:**

Macintosh,ipad,iPod,iPhone,iOS,iPodOS,ipadOS,WatchOS etc.

**HEADQUARTERS OF APPLE Inc:**

One apple parkway,Cupertino,California and USA etc.

**APPLE Inc STAND FOR:**

It stands for innovation, designs, simplicity and creativity.

**NAME HISTORY:**

According to Steve Jobs he said that he was coming back from apple farm and was on a fruitarian diet so he thought the name was fun, spirited and not intimidating.

**LOGO HISTORY:**

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**MISSION STATEMENT:**

Apple Inc is committed to bring the best computing devices for students , educators and businessmen worldwide.

“THE ONLY WAY TO DO GREAT WORK IS TO LOVE WHAT TO DO" STEVE JOBS

**VISION STATEMENT:**

Man is the creator of change in this world as such he should be above system and structures and not subordinate to them.

**APPLE I OR APPLE 1:**

The first computer was known as apple 1 or apple I it was hand built computer buy Steve wozniak the idea of selling computers was of Steve jobs who is also the founder of Apple Inc.

**CASE SYNOPSIS:**

The Apple computer is one of the most advanced technological companies to emerge in the last three decades. The success of a company depends on the intelligence of the founders and CEO. The philosophy of Steve Jobs has always been to create products that consumers can buy and find easy to use and get help from advanced technology.

**SWOT ANALYSIS:**

A swot analysis summarized the key issue from the business environment in all the strategic capability of an organisation.

**STRENGTH:**

It includes financial support, quality, retail store, digital assets and name an image of the brand.

**WEAKNESS:**

It includes protective strategy, product security and high quality product.

**OPPORTUNITIES:**

It includes Loyal customers and uncovered markets.

**THREATS:**

It includes supply system tech innovation.

**WHY APPLE Inc IS ON TOP?**

Apple Inc is on top because of the following factors given below.

Huge investment

Cannibalizing old products

Risk takers

Creative strategy

Loyal customers

**TECHNOLOGICAL FACTORS:**

When the market became wider competition increased day by day. So Apple Inc with time to time upgrade their product at a faster rate. The key to their success is that they spent much on research and development.

**STRATEGY OF APPLE INC:**

**BLUE OCEAN STRATEGY:**

Apple Inc continue success as a market traders.Apple Inc is been successful by applying blue ocean strategy successfully.Apple inc products are the best products on earth.

**BUSINESS STRATEGY:**

The business strategy of Apple Inc is aims to design and develop its own hardware, software applicants and services.Which having unique features , flawless addition, facilities and innovative design.

**GENERIC STRATEGY:**

The generic strategy of Apple Inc is differentiation. Their products are different as compare to other and are matchless.

**INTENSIVE STRATEGY:**

It includes their shear in market and customer rats.It also depend on market development and product development etc.

**MARKET DEVELOPMENT:**

It mean selling same products to new customers in new area by online selling services and other retailers.

**PRODUCT DEVELOPMENT:**

Apple Inc introduced new products in short period. After Mac and IPhone there are IPod, IPad, iTune and then Apple tv and future watches etc.BY developing and introducing new products the product line continues to grow.

“I HAVE TRY MY BEST AND FAIL WELL.I HAVE TRIED MY BEST" STEVE JOBS

**EXPLANATION OR SUMMARY OF APPLE INC CASE STUDY:**

In past Apple Inc once upon face a great and biggest problem due to launching of a defective device. When Apple Inc newly introduced the Apple icommunicators so then everyone without waste of time eagerly bought more Apple icommunicators and they were use in wide range a couple David and marry also purchase two Apple icommunicators for themselves and switch it to AT&T.

**INTRODUCTION OF AT&T:**

It is an American multinational conglomerate holding company . It is the world largest tell communication company.

**HEADQUARTERS:**

Whitacre tower in Downtown , Dallas, Texas and in U.S.

**FOUNDED:**

5th October 1983, 36 year ago.

**FOUNDERS:**

Alexander Graham Bell , Gardiner Greene Hubbard.

**PRODUCTS:**

Mobile telephone, internet services, home security ,IPTV and digital television etc.

**Continue to explanation:**

After lunching the Apple icommunicator Apple Inc receive many orders for Apple icommunicator with in a single day after lunching. It is the largest orders. Apple Inc start working on order in busy environment. Two to three weeks after buying Apple icommunicator David face some problems it was a frantic morning in office but after some time David come to home for lunch. When his wife see him she was much surprised because she wasn't expecting her husband at lunch. Then she greeted his husband in a lovely manner. Then she ready the lunch set the dinning table and served pasta in a plate to his husband. His husband after finishing of lunch discuss a problem of icommunicators with his wife and said that my calls cuts many time during important communication and if i search fo something so it will be closed in one minute after telling this he take off his shoes and relax. Marry and David both take Apple icommunicators on same day. His wife said that she haven't experience such type of situation and she also tell her husband that if he facing some problems so he may call to AT&T because it may be internet issue or signal problem. Then after hearing this David call AT&T customer service and told them about his problem. AT&T replays that they have large number of calls regarding the problem but the problem is not with internet or AT&T but in the Apple icommunicator itself. Then after this David call Apple Inc customers service and told them about his problem he had facing that time. The Apple Inc asked him to take special plug so may his problem slove. But David angrily said that how a single plug slove my problem then Apple Inc service reply ed Apple icommunicators are sensitive device having special antennae which may affected by holding tightly so signal may drop. Another opportunity of Apple Inc customers service is that if you want you will return the device and pay 10% restocking fee. After this reply David eagerly said that first of all you sold a defective devices and now telling me to pay 10% restocking fee are you gone a mad that after committing mistake without accepting you told me to pay.

**REASONS OF DEFECTIVE DEVICE:**

**LARGE NUMBER OF ORDERS:**

When Apple icommunicator launches so the environment demandes in highly numbers. To get more and more orders Apple Inc sold more than 500,000 Apple icommunicators .

**SENSITIVE ANTENNAS:**

Apple icommunicator have sensitive antennas which affected by holding it tightly and signal may drop.

**SOLUTION OF PROBLEM:**

**APPLE INC PRESS CONFERENCE:**

Apple Inc arranged press conference in which they said that we are not perfect, our device may or may not perfect but we have to make our customer happy so for this we have so options for our customers.

**FREE PLUGINNS:**

Apple Inc offers free plug inn through which may problem solved.

**RETURNING DEVICE:**

Apple Inc give opportunity to its customers that Apple Inc take their defective device with in 30 days of purchase an if someone is late so he would pay off 10% restocking fee.

**REACTION OF CUSTOMERS TO APPLE INC:**

The reaction of people are in three categories

Some people avoid buying this defective device until the problem is fixed.

Some people not response to their decision and can't return their device.

Some people are against the Apple Inc and AT&T and said no to do business with them again.

**APPLE INC TARGET CUSTOMERS:**

**TEENAGERS:**

 Most of teenagers use iPods for many reasons i.e MSN , Facebook, Twitter and gaming app etc.

**ADULTS:**

This category includes college and university students.Most of them use IPhone for recordings etc.

**BUSINESS PEOPLE:**

Apple devices has business quality. These devices are use to finish work efficiently.

**CHILDREN:**

Apple products are useful to young ons.The reason for this is that devices such as iPods, iPads are easy to use having easy touch screen quality.

 “DESIGNING IS NOT JUST WHAT IT LOOKS LIKE AND FELLS LIKE. DESIGNING IS HOW IT WORK” STEVE JOBS

**KEY SUCCESS FACTORS:**

**ADVANCED TECHNOLOGY:**

Apple Inc expand computer technology in to laptops , tablets etc.

**MANUFACTURING:**

Apple Inc achieve both internal and external challenges, economic problems and get fame.

**MARKETING:**

Apple Inc spend more on market research and good enough in marketing.

“IF YOU DON'T CANNIBALIZE YOUR SELF ,SOMEONE ELSE WILL" STEVE JOBS