

# Case study of apple company

Business



The Company's goal for its executive compensation program is to attract and retain a talented, entrepreneurial and creative team of executives who will provide leadership for the Company's success in dynamic, competitive markets. The Company seeks to accomplish this goal in a way that is aligned with the long-term interests of the Company's shareholders. The Compensation Committee oversees the executive compensation program and determines the compensation for the Company's executive officers.

The Company believes the compensation program for the named executive officers was instrumental in helping the Company achieve strong financial performance in a challenging macroeconomic environment.

**Introduction** Apple was founded by Steve Jobs, Steve Wozniak and Ronald Wayne on April 1, 1976 to develop and sell personal computers. Apple Inc. (Incorporated on January 3, 1977), designs, manufactures and markets mobile communication and media devices, personal computers, and portable digital music players, and sells a variety of related software, services, peripherals, networking solutions, and third-party digital content and applications.

**Objectives** The Apple company's aims can be interpreted in different ways, some view it as trying to combine profitability with an honest work ethic which has created jobs for tens of thousands of people across the globe, and made high quality products for millions more. Others take a more cynical view and consider it as just another example of heartless capitalism which wants to maintain its own bloated profits at any cost, regardless of whether it involves driving other companies out of business, or indeed if it harms the environment.

Ultimately, the main aims and objectives of Apple Inc. are going to be to continue to grow and succeed in developing and selling the most cutting edge technological products possible. Its changing face over the decades and recent movement from computers into music players shows that in this aim it is not inhibited by the sort of product boundaries which limit the growth of other rival companies.

Outline Nowadays the most popular apple products in global are: phone : phone combines a mobile phone, and ' pod and an internet communications devices in a single handheld product. Pad : Pad is a multi-purpose mobile device for browsing the Web, reading an engine email, fleeing pintos, watching valves, listening to music, playing games, reading e-books and more. Pod : The company's Pod line of portable digital music and media players includes Pod touch, Pod Anna, Pod shuffle and Pod classic.

The company offers a range of personal computing products, including Mac desktop and portable computers, related devices and peripherals, and third-party hardware products. Tunes : Tunes is an application that supports the purchase, download, organization and playback of digital audio and video files and available for both Mac and Windows-based computer. Cloud : cloud is the company's cloud service, which stores music, photos, applications, contacts, calendars and documents and wirelessly pushes them to multiple ISO devices, Mac and Windows-based computers.

Chapter 2 Theory/ Concept / Business and IT relationship steward Products Ana operating system steward Company's ISO and SO X operating system software; server software; professional application software; and consumer,

education, and business oriented application software. ISO supports Siri, a voice activated intelligent assistant, which is available on qualifying ISO devices. iOS X, the Company's Mac operating system, is built on an open-source UNIX-based foundation.

The Company also sells various other application software, including Final Cut Pro, Logic Studio, Logic Pro, and its iMovie Pro database software.

Most famous software are: ' iLife : a suite of software applications for organizing, editing, and publishing photos, movies, and music photos: a consumer-based photo storage and editing application forming part of the original iLife software suite is in Mac App Store, giving users tools to edit and organize their photos. Later, also enabled connection to Photo Stream capabilities. iWeb : a web designing application forming part of the original iLife software suite, giving users basic HTML website design tools, and also tools to publish these pages to a server. iOS : software for ISO devices, usually in the form of IPS or iOS updates. Jailbreak : form of privilege escalation on iOS, giving users root access to the operating system, allowing them to download additional applications, extensions, and themes that are unavailable through the official Apple iOS App Store.

iTunes : a media player computer program, used for playing , downloading, saving and organizing digital music and video files on desktop or laptop computers . iWork : an office suite of desktop applications for the iOS X and iOS operating systems.

iOS X : a series of Unix-based graphical interface operating systems that runs exclusively on Macintosh computers . iMessage : a video calling software

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applications and related protocol . Safari : for web browser cloud : a cloud storage and cloud computing service. One to One : Fee -based service for private training at Apple retail stores .

Sir : is an intelligent personal assistant and knowledge navigator which works as an application. T uses a natural language user interface to answer questions, make recommendation and perform actions by delegating request to a set of web services .

Network Apple Computer which implemented various network services. Its main purpose was acting as a file server, using the APP protocol. Other network services implemented in later versions of Plowshare included a print server using the Printer Access Protocol (PAP), web server, electronic mail server, and SMB / CIFS server to support file sharing toMicrosoftWindows clients. Earlier versions of Plowshare supported only the Appellate network transport rotator but later versions, sold under the name Plowshare ' P, allowed use of the TCP/IP protocol stack, as used on most modern networks.