



Apple Inc (AAPL)

[GMU STUDENT SAMPLE]



Firm Overview & Business Model

- *Headquartered in Cupertino, California.*
- *Technology hardware company*
- It currently employs 147,000 people
- Current Market Cap: 2.47 Trillion
- Specializes in manufacturing technology products
 - Smartphones, tablets, PCs, and software
 - Global customer base.
 - Mac's, iPhone, iPad, and Apple Watch they
 - App Store, iTunes, iCloud, Apple TV+, Apple Arcade, Apple Music, and Apple Pay services.

Market Segments

- Midsize businesses in education, enterprise, and government sectors.
- Sales channels through its own retail and online stores as well as third-party cellular network carriers, wholesalers (such as Costco), big retailers, and reselling markets.

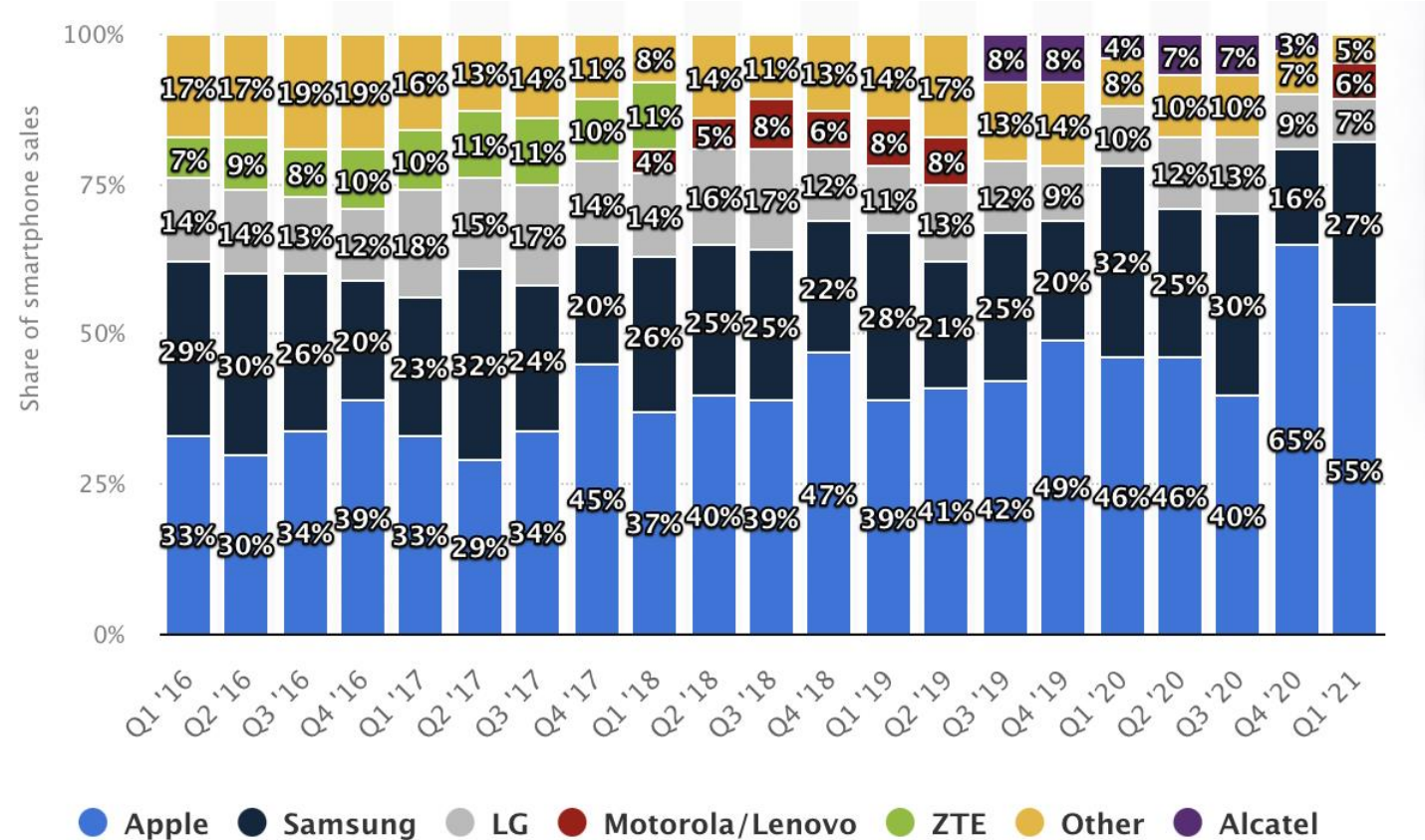
Business Model

Innovative consumer-centric devices.

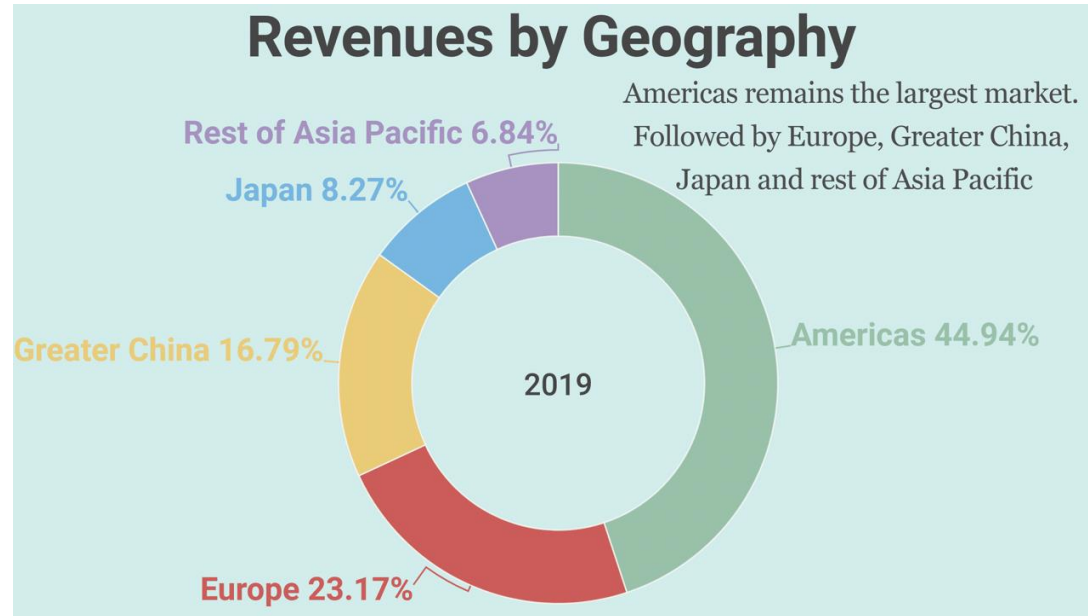
- Easy-to-use designs and data migration to new product lines.
- Positioning through the "Apple Ecosystem Lock."
- Focuses on mass market customer segments; brand awareness & status.
- Seamless integrated designs
- Elevated customer service support through Genius Bar & Online Web services

07.23.21

U.S Market Share by Vendor



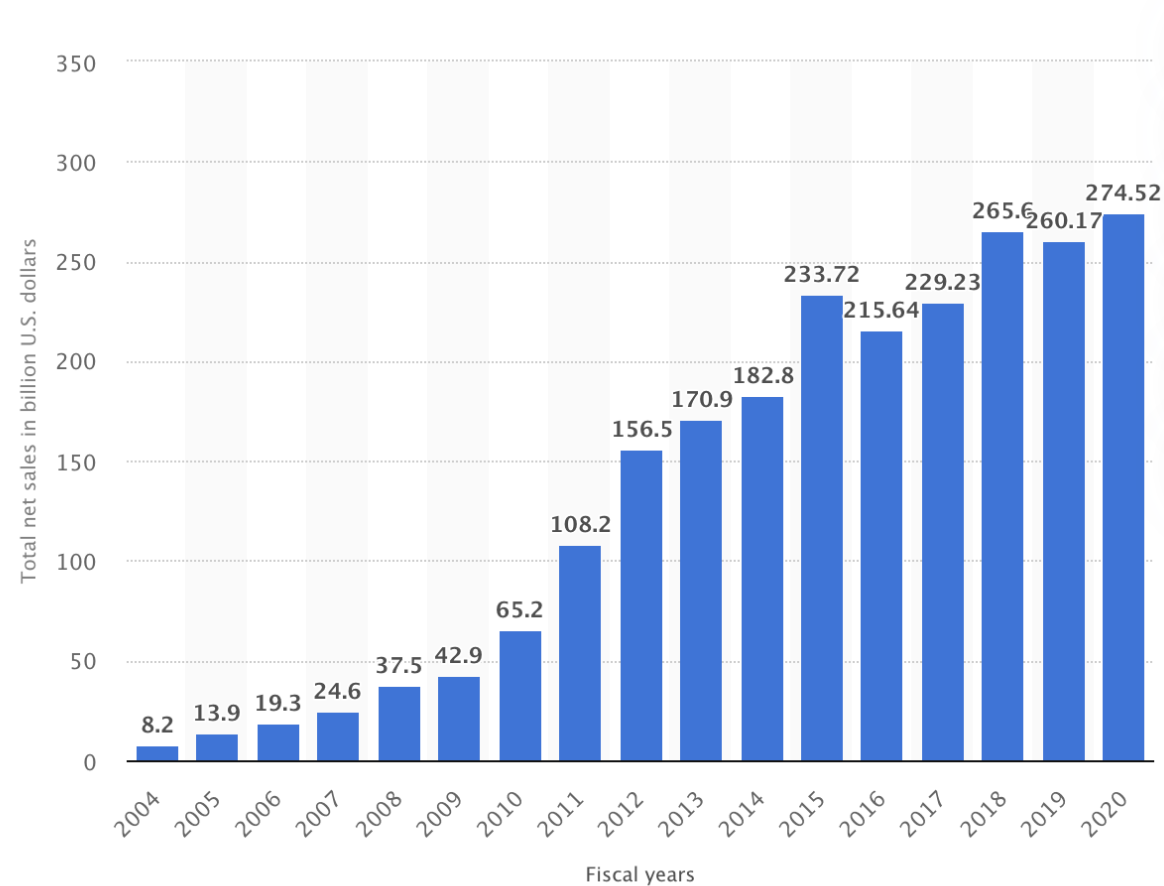
Competitive Advantages



- Complete control of software, hardware, retail strategy, product differentiation
- Direct distribution system
- Investment on Research and Development
- User experience; transferable interface between products
- Both horizontally and vertically integrated
- Strength of supply chain
- Diversified streams of revenue
 - Product & software sales
 - Media & licensing
 - Subscription Revenue

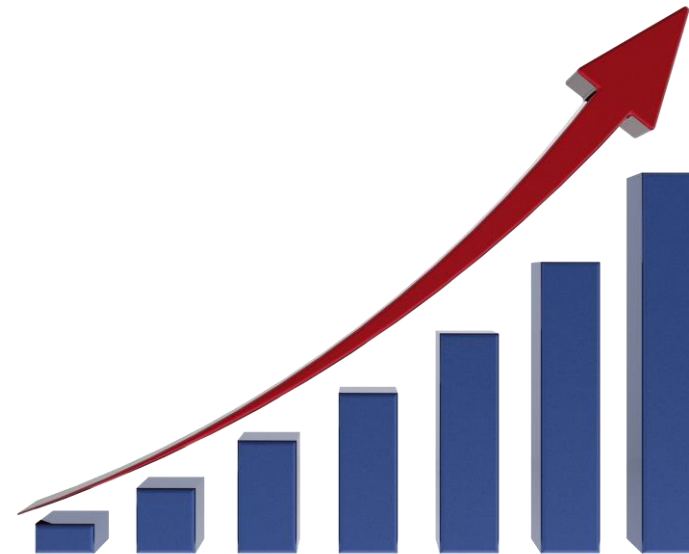
Global Revenue

Apple's annual revenue quadrupled in the last ten years.



Growth Opportunities

- Oversaturated phone markets
- Moved into expansion of African Markets segments using lower cost phones
- Investment in R&D within augmented reality
- Acquisitions
- Focus on extending integration
 - M1 Chip Introduction in 2020
- Expanding software-based sales
 - Apple Card (2019)
 - Apple TV Channels
 - Apple Arcade
 - Apple News
 - Cloud Computing (iCloud Backup Subscription)
 - Apple Car/ Healthcare



Major Stakeholders

As of 07/23/21

- Vanguard Group Inc.
- Berkshire Hathaway Inc.
- JP Morgan Chase & Co.
- Wells Fargo & Co.
- Charles Schwab Investment Management Inc.
- UBS Asset Mgmt Americas Inc.



Potential Risks

Apple Specific

- Tim Cook's (CEO) retirement and replacement may have a substantial impact on Apple's business (and thus on the security of your investment)
- Continued growth depends heavily on timely introduction of new products, services, and technologies to the marketplace
- Semiconductor shortages
- Margin pressures

Macro Level

- Inflation & interest rate uncertainty
- Antitrust Litigation
- Epic Games & Apple Lawsuit
- Global minimum tax rate
 - 130 countries have agreed
 - Subsidiaries overseas in Ireland
- China Policy
 - Manufacturing plants



SUMMARY

Outlook for 2021-2022

End

**NEXT SLIDES ARE FOR POTENTIAL USE
NOT REQUIRED FOR PRESENTATION**

VanArsdel, Ltd.

APPENDIX



GROWTH STRATEGY

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Section 1 Title

Section 1 Subtitle

- Bullet Point 1
- Bullet Point 2

Section 2 Title

Section 2 Subtitle

- Bullet Point 1
- Bullet Point 2

Section 3 Title

Section 3 Subtitle

- Bullet Point 1
- Bullet Point 2

TIMELINE

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Point 1 Title

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VanArsdel, Ltd.

FINANCIALS

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MM.DD.20XX
ADD A FOOTER

	2021	20XX	20XX	
Users	50,000	400,000	1,600,000	
Jobs	141,000	4,000,000	16,000,000	
Average price per job	75	80	90	
COMPANY REVENUE @15%	5,625,000	48,000,000	216,000,000	
- Cost of Revenue	0	0	0	
Gross Profit	5,625,000	48,000,000	216,000,000	
OPEX				
- Sales & Marketing	5,062,500	38,400,000	151,200,000	70%
- Customer Service	1,687,500	9,600,000	21,600,000	10%
- Product Development	562,500	2,400,000	10,800,000	5%
- Misc.	281,250	2,400,000	4,320,000	2%
TOTAL OPEX	7,596,750	52,800,000	187,920,000	
EBIT	-1,968,750	-4,800,000	28,080,000	13%