

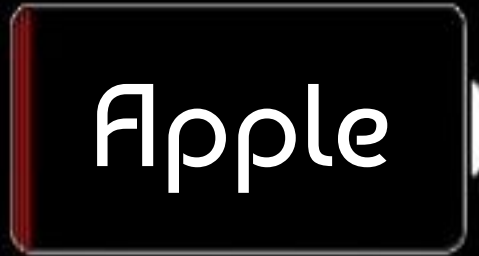
Laboratory work "Apple"

Performed by student of the 1
year of study

Group 6.01.292.010.21.1

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Apple Inc. Is an American technology company with an office in Cupertino, which designs and develops consumer electronics, software and online services. It is the first American company to have a capitalization of more than \$ 1 trillion. This happened during the auction of the company's shares on August 2, 2018.



Devices developed by the company include an iPhone smartphone, iPad tablet, Mac personal computer, portable iPod media player and Apple Watch smartwatch. The software developed by the company includes macOS and iOS operating systems, iTunes media player, Safari web browser and iLife and iWork applications. Online services include iTunes Store, iOS App Store, Mac App Store and iCloud.

History of success

Part 1 «Uniqueness»

- *Apple Compute II. It was the first personal computer with color graphics. A characteristic feature of the new model was that all its "stuffing" of the processor, various boards and devices was hidden in a specially designed cast plastic case. This feature favorably distinguished the new Apple from other computers of the time. They all had the rough appearance of clumsy*



History of success

Part 2 «Advertising»

- Apple officially unveiled its first Macintosh on January 22, 1984, with the 1984 commercial, which was named the best commercial of the decade. However, the development of such a computer began in 1979. Macintosh radically changed people's perception of computers, so this machine laid the foundations that later began to be used by all computer companies.



link to video ads:

https://www.youtube.com/watch?v=adUJQCf8Bk0&ab_channel=fldvertera



History of success

Part 3 «Everything for you»

- From the very beginning, the system was designed with the expectation that it would be used by everyone, even without special qualifications – the first time he sat down at the computer, he was able to start work in a few minutes without delving into the technical parameters. Operating systems for other platforms, which appeared a few years later, offered new computer technologies such as secure memory and versatility, which*



History of success

Part 4 «Method & Creation»

- The creators of computer masterpieces from Apple, the main principle in the approach to the manufacture of computers was the convenience and simplicity of the desktop. The focus was also on the internal logic of the interaction of individual parts of the operating system. Apple's famous Macintosh got its name from the ingenuity of one of the employees. The fact is that he beat the fruit-apple theme in this way, because Macintosh is the name of one of the types of apples, the fruit that has become a symbol of this brand.

Native country

Apple is an American company reaping unprecedented financial success. So many Americans lament that the country is not getting much from this success. Apple employs 43,000 people in the US. That's less than a fifth of the wage workers who assemble iPhones in a single Chinese factory. Some might say that Apple succeeded in some way at the expense of American workers (because it saved on them – approx. translator). But if the New York Times report is to be believed, it turns out that the kind of workforce that Apple needs has never been in the States.



Producing country

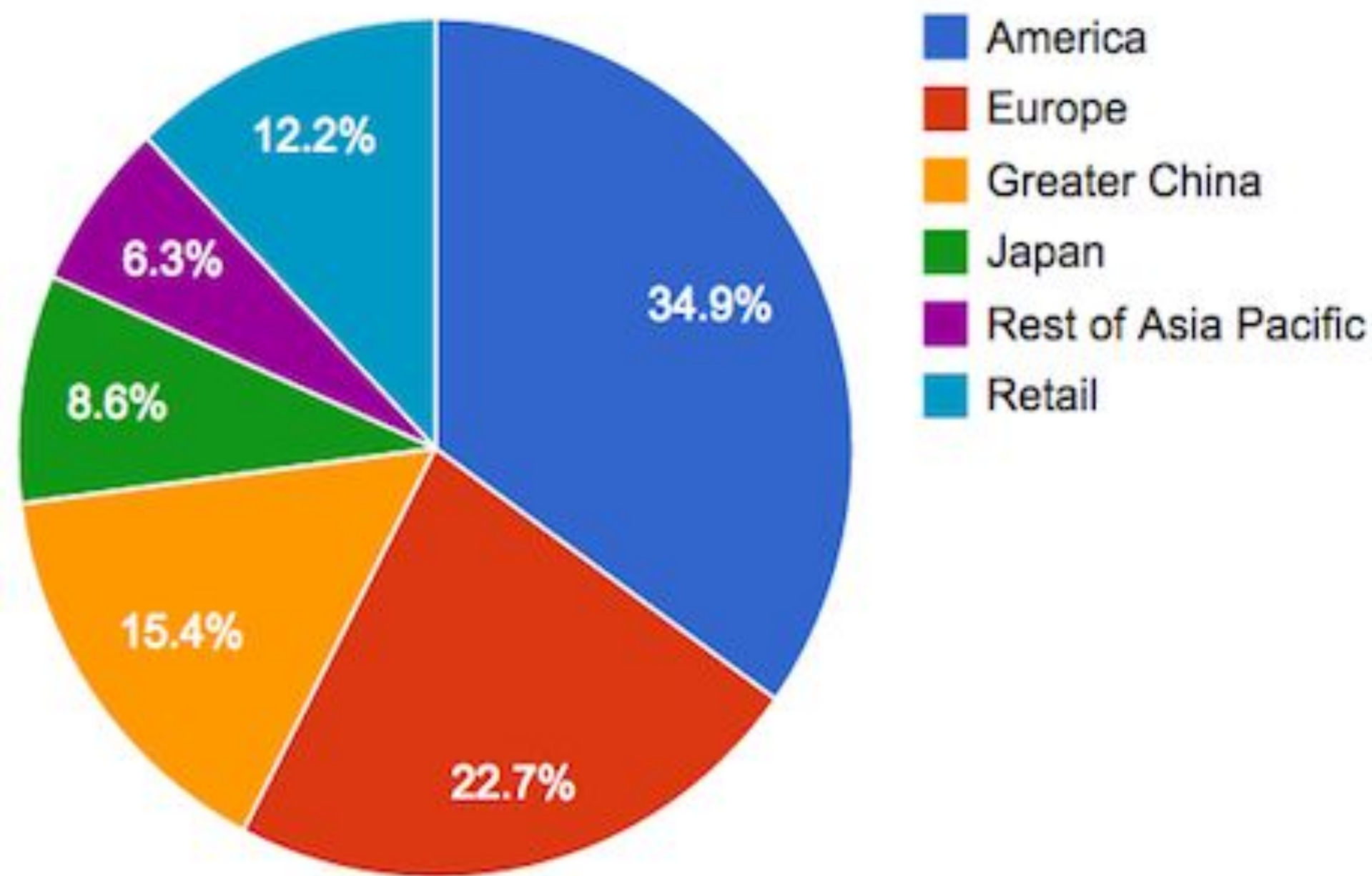


- Despite the fact that Apple has always claimed that iPhones are manufactured around the world, hinting at the use of components from suppliers from different countries, China is still involved in their creation more than anyone else. Not only are most of the spare parts used in Apple smartphones of Chinese origin, but they are also assembled almost exclusively in China. This is usually explained by cheap labor and quality components at lower prices. However, in fact, there is something else behind the semi-Chinese origin of the iPhone. 5 years ago, Apple made a deal with the Chinese government, promising to invest more than \$275 billion in the country's economy. And so it happened.

"China has helped to make Apple such a big company"

In 2016, Tim Cook signed a "memorandum of understanding" over the 1250-word conflict with Japan, which, according to The Information, the CEO signed during a public trip to China. According to him, Cook went to China because of repeated regulatory actions that directly affect Apple's business. That is why the final goal of the signed five-year agreement (with the possibility of extension to the sixth year) was promising investments, business deals, as well as training of its employees in China worth about \$ 275 billion. This is what allowed the corporation to avoid a huge number of problems with the country.

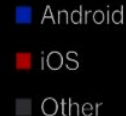
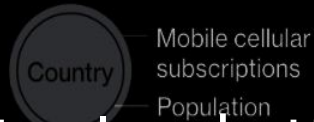
Where Apple's money comes from, by location:



More people than cellphones

More cellphones than people

Mobile operating system share



Conclusion

And so, what can I say about the company "Apple", of course a very progressive company, in 2011, even its profits were more than the U.S. Treasury, this tells us that it is very successful. But, there are disadvantages, the way, for example, China profited from them, although it helped them to get on their feet. And ONE more problem is that full-scale production cannot take place in the home country, because in the U.S. there is no such opportunity.

A decade of successful work has not reduced the productivity of Apple. This is evidenced by the successful implementation of various high-tech projects, which are very popular. The success, prosperity and growth of the company provides 35 thousand employees around the world.

Moreover, thanks to the company Apple has such a handy device for working with the computer, like a bear, because its specialists have invented and implemented as an indispensable element of the computer. Now without her it is simply impossible to imagine our work with this intelligent electronic calculating machine.

