

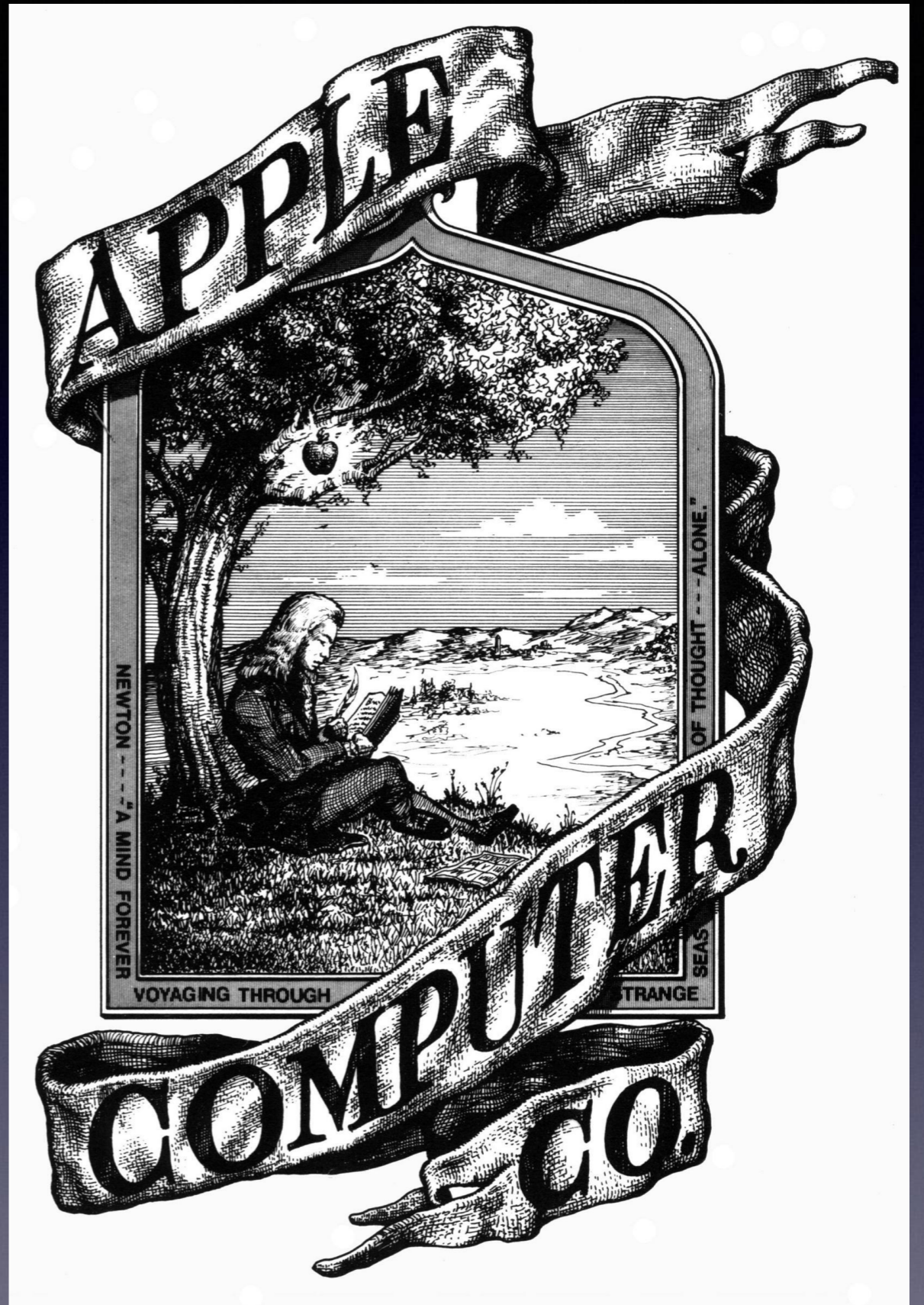
We call it

 iPhone 5



Apple inc.

Apple computer inc. till 2007





# iPhone 5

- First introduced on 09/12/2019
- 7 times remade
- Always successful





# Renewals

- iPhone 5 (2012)
- iPhone 5c (2013)
- iPhone 5s (2013)
- iPhone 5 refurbished (2014)
- iPhone 5s refurbished (2015)
- iPhone SE (2016)
- iPhone SE refurbished (2018)



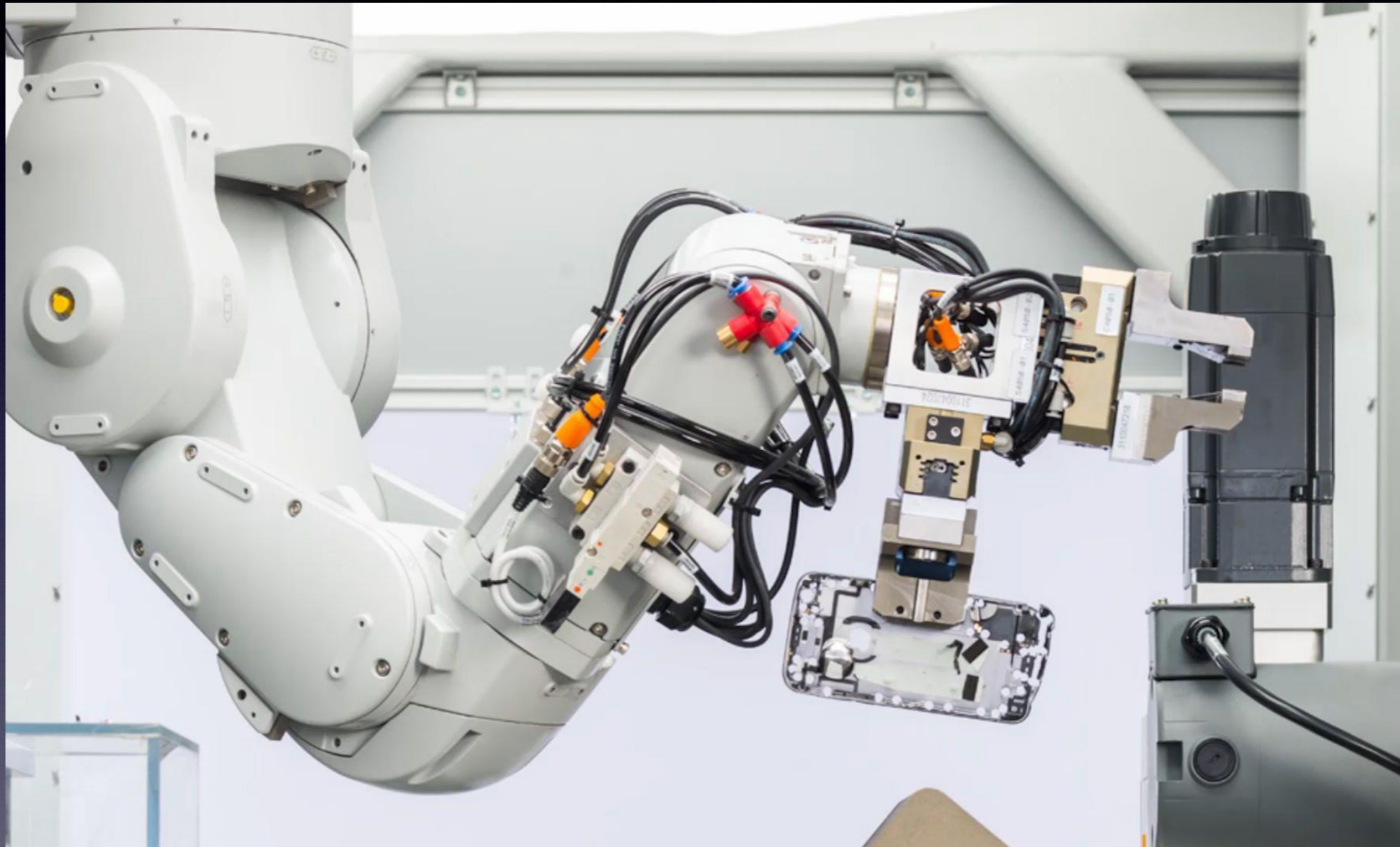
# PLC

- Introduction
- Growth
- Maturity
- Repeat (3 times)
- Decline





# HOW IS THIS POSSIBLE?!



Hi, I am Daisy!



«Those who are crazy enough to think they can change the world usually do.».

— Steve Jobs



Thank you



