

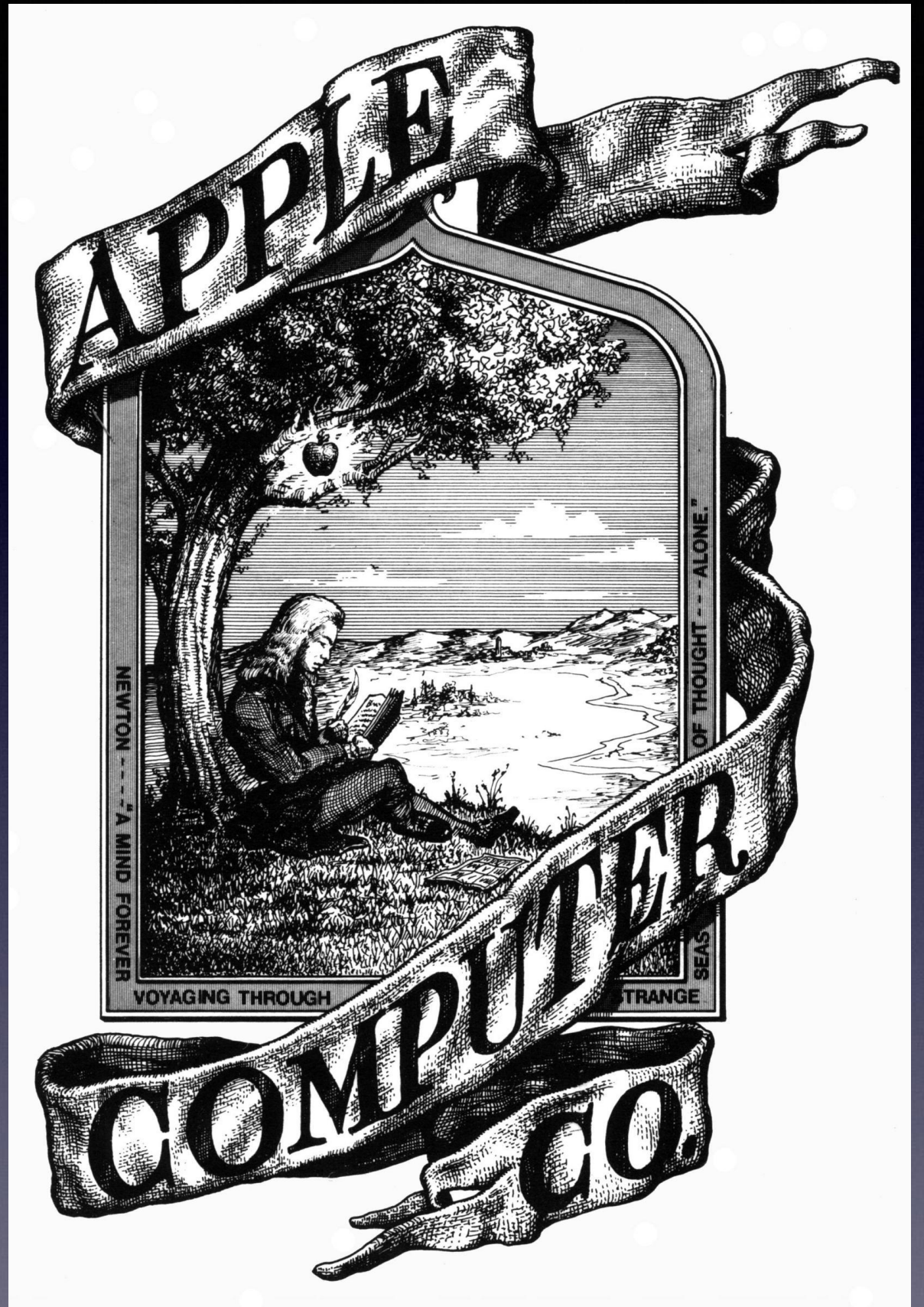
We call it





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)



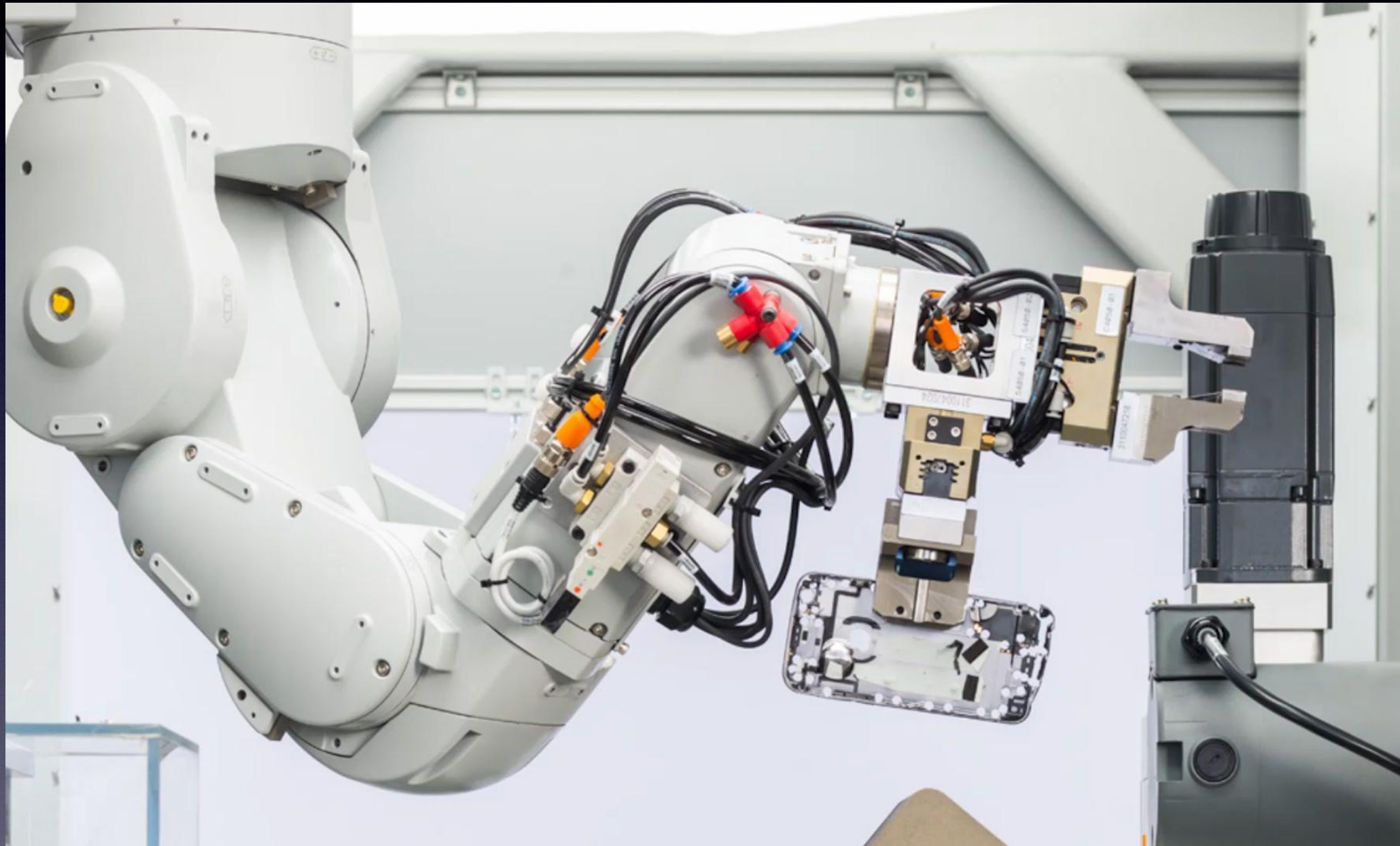
PLC

- 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

