



# Apple

*From : crunchbase.com*

## Document

Apple is an American multinational corporation headquartered in Cupertino, California that designs, develops, and sells consumer electronics, computer software and personal computers. It was founded by Steve Jobs, Ronald Wayne and Steve Wozniak.

Some of Apple's best-known hardware products are the Mac line of computers, the iPod music player, the iPhone smartphone, and the iPad tablet computer. Its consumer software includes the OS X and iOS operating systems, the iTunes media browser, the Safari web browser, and the iLife and iWork creativity and productivity suites.

Apple was founded on April 1, 1976, and incorporated as Apple Computer, Inc. on January 3, 1977. The word "Computer" was removed from its name on January 9, 2007, the same day Steve Jobs introduced the iPhone, reflecting its shifted focus towards consumer electronics.

Apple is the world's second-largest information technology company by revenue after Samsung Electronics, and the world's third-largest mobile phone maker after Samsung and Nokia. Fortune Magazine named Apple the most admired company in the United States in 2008, and in the world from 2008 to 2012. On September 30, 2013, Apple surpassed Coca-Cola to become the world's most valuable brand in the Omnicom Group's "Best Global Brands" report. However, the company has received criticism for its contractors' labor practices, and for Apple's own environmental and business practices.

**Feel free to explain the document or use the following questions as a guideline**

## Questions

1. What is Apple ? (nationality, headquarters, sector, founders)
2. What are Apple's products ?
3. Who are Apple's competitors ?
4. What is the macro-environment of Apple ?