Apple online streaming outline

**Introduction**

The introduction provides a brief history of the life of Apple Inc. When Apple was started, no one believed that it could grow to become one of the most successful telecommunication companies in the world. Through research and development, and strategic leadership, the company has managed to achieve unrivalled success in the sector.

Thesis; the thesis statement indicates that the introduction of online streaming services at Apple would increase its fortunes in the global market.

**The life cycle of online video streaming**

The section traces the inception and development of online video streaming. It has indicated how various companies such as RealNetworls and Microsoft initially had problems in the venture. It has demonstrated that the industry started very humbly but has today grown into a monster and is proving some companies such as Netflix with colossal amounts of money. The section analyses the present situation and makes bold prediction of the future using the financial performance of Netflix over a given number of years.

**The profit and cost saving opportunities**

It has provided statement of the profitability of the venture on the weight of the available evidence. Besides, it has provided an analysis of the factors that would make the venture attractive to a company in the ilk of Apple.

**Phase-out plan**

The paper provides a step-by-step analysis of the steps and decisions that the company would make in the future if a need arises that would force it to adopt a new technology for its operations. It has provided how it will affect the clients, employees and the organizational interests.

References