Intro and Feasibility

Apple is a multinational company that manufactures, designs, ad sells various consumer electronics, online services, and computer software. It is considered amongst the main technological companies including Google, Amazon, and Facebook. The company competes in a competitive industry with high bargaining power. However, the company ensures that all the products designed in its company remains ahead of competitors due to their ability to remain innovative and competitive in terms of their pricing.

According to Booton (2016), Apple is ranked as the largest publicly traded company relative to its competitors by market capitalization with an estimated value of approximately $530. It is also the second biggest manufacturer of mobile phones in the world. Its products range from tablets, computers, cell phones, and operating systems, among other computer applications. Compared to its competitors – Microsoft, Google, and Samsung, among others – Apple has managed to stand out from its competitors in terms of size, market, and scope of operation.

Apple has taken up a leadership position in the technology industry due to its positioning strategies that have set it apart from other companies in the industry (Yusoff & Husnina, 2018). It leads in all public companies with a market gap of approximately $1.3 trillion, which exceeds the GDP of most countries.

After its establishment in 1976, the company has been growing exponentially and went public in 1980. The company’s success has been evidenced through its stock price in that the company’s stock increased from 2003 at $6 to more than $80 in 2006. In 2015, the company announced the highest profit with a new income of $53.4 Billion and its full year revenue amounted to $233.7 Billion and its net income was $53.4 billion which was an increase by 26% from the 2014 records where revenue totaled to $39.5 billion. According to Yusoff & Husnina, (2018) its third quarter earnings, the company registered $53.8 billion in revenue and approximately $2.18 earnings per share.

Apple is known for making fewer products than most of its competitors although they take more market share than all the competitor’s products combined. Its products and services include iPod, Apple Watch, iPhone, Mac, and professional software applications. The products have enjoyed notable level of success in the market owing to their pricing and innovation. According to Schaltegger & Burritt (2017), the company’s revenue is directly related to the registered revenue and investment made locally and internationally.

References

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