



In partnership with
**Middlesex
University
London**

CMN4200

CREATIVE INDUSTRIES PRESENTATION

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PROGRAMME: DIGITAL MEDIA DESIGN

SUBMISSION DATE: 25/08/2018



iOS

Apple

APPLE, INC. APPLE IS ONE OF THE WORLD'S LEADING TECHNOLOGY AND COMPUTER COMPANIES, LOCATED IN THE UNITED STATES OF AMERICA. IT IS CLASSIFIED AS A MULTINATIONAL COMPANY. ITS MAIN BUSINESS DEPENDS ON SPECIALIZATION IN MANUFACTURING, PRODUCING, DEVELOPING, IMPROVING AND SELLING SOFTWARE, COMPUTER, AND HAS A SERIES OF ELECTRONIC DEVICES, SUCH AS IPAD, IPHONE AND MAC.

The Genesis of Apple

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APPLE WAS FOUNDED BY STEVE JOBS AND FELLOW STEVE WOZNIAK, AND IN 1976 WE WERE ABLE TO DESIGN A COMPUTER-SHAPED APPLE COMPUTERS BEGINNING IN THE TIME PERIOD BETWEEN 1981 AND 1985, WHERE JOBS WAS EAGER TO PARTICIPATE WITH A GROUP OF ENGINEERS TO CREATE A COMPUTER CALLED THE NAME APPLE LISA , AND PROBLEMS LED TO THE SEPARATION OF ENGINEERS, BUT THE DEVICE SUCCEEDED IN REACHING THE MARKET IN 1983, BUT FACED FAILURE; BECAUSE OF THE LIMITED SOFTWARE PROVIDED WITH IT AND THE HIGH COST OF ITS PRODUCTION. A MACINTOSH COMPUTER WAS LAUNCHED BY APPLE IN 1984, AND YOUR BRAND NAME WAS ON ITS WAY TO MANY INDIVIDUALS. IN 1985, HE WAS A PIONEER IN BUSINESS, ENTREPRENEUR AND PROGRAMMER BILL GATES, OWNER OF MICROSOFT, APPLE AND MICROSOFT, BRO. STEVE JOBS BECAME CHIEF EXECUTIVE OF APPLE TEMPORARILY IN 1997, WAS INTERESTED IN RESTRUCTURING THE PRODUCTION PROCESS, AND ANNOUNCED COOPERATION WITH MICROSOFT IN THE ISSUANCE OF COPIES OF MICROSOFT OFFICE SOFTWARE TO WORK ON APPLE MACINTOSH DEVICES, APPLE HAS ALSO BEEN KEEN TO OPEN ITS OWN STORE TO PROVIDE ALL NEW PRODUCTS TO THEIR CUSTOMERS. APPLE PRODUCED ITS NEW COMPUTER, WHICH WAS ABLE TO SELL MORE THAN 800,000 COPIES IN 1998, AND CONTRIBUTED TO THE ACHIEVEMENT OF MANY OF THE PROFITS OF THE COMPANY, AND IN 2001, APPLE RELEASED ITS OWN OPERATING SYSTEM KNOWN AS THE MACINTOSH, AND SINCE 2005 UNTIL NOW, APPLE HAS SEEN MANY DEVELOPMENTS; JOBS ANNOUNCED THE USE OF INTEL PROCESSORS IN THE MACINTOSH INDUSTRY, AND IN 2006 APPEARED BOTH THE IMAC AND MACBOOK PRO, AND AT THIS POINT IN TIME, APPLE ACHIEVED CLEAR SUCCESSES LED TO THE RISE IN THE PRICE OF ITS SHARES SIGNIFICANTLY.

Apple sales

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APPLE HAS INTRODUCED A NUMBER OF IMPORTANT TECHNOLOGICAL WORKS AND SERVICES, SUCH AS APPLE MUSIC AND APP STORE, WHICH HAVE HELPED INCREASE APPLE'S SALES RATE FOR BOTH IPADS AND IPHONES, 12%, OR \$ 8.7 BILLION, WITH AN INCREASE IN SALES REVENUE OF ABOUT 7% COMPARED TO 2016. APPLE ALSO EXPECTS TO INCREASE ITS SALES WITH THE RELEASE OF ITS NEW DEVICES. APPLE'S IPHONE SALES WERE UP 2%, WHILE IPAD SALES REACHED RISING TO 15%.

Apple's vision

iOS

APPLE'S VISION IS TO CREATE AND DELIVER ELECTRONIC MUSIC AND PERSONAL COMPUTERS TO INDIVIDUALS, TEACHERS, EMPLOYEES, STUDENTS, AND COMPUTERS USED IN GOVERNMENT AGENCIES AND COMPANIES. APPLE'S STRATEGY FOCUSED ON ENHANCING ITS ABILITY TO DESIGN AND CONTRIBUTE TO ITS DEVELOPMENT, ITS EASY TO USE AND DISTINCTIVE DESIGN AND INNOVATIVE.

Apple logo

iOS

OPINIONS DIFFER FROM APPLE'S APPLE LOGO, WHICH SYMBOLIZES APPLE. IN ONE VIEW, THE IDEA OF THE LOGO IS BASED ON THE INTELLIGENCE OF STEVE JOBS, WHO USED THE LOGO TO REFER TO THE APPLE THAT LANDED AT THE TOP OF THE WORLD. THE OTHER IDEA IS THAT THE IDEA OF THE INVENTION AND DESIGN OF THE IMAC WAS IN AN AREA WITH LOTS OF APPLE TREES .



Apple products

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FROM THE FOUNDING OF APPLE IN THE 20TH CENTURY TO THE PRESENT, THE COMPANY HAS BEEN DESIGNING, PRODUCING AND DEVELOPING NUMEROUS COMPUTER AND DIGITAL PRODUCTS THAT HAVE MADE A TREMENDOUS ADVANCEMENT IN THE COMPUTER SECTOR, ELECTRONIC DEVICES, SOFTWARE AND VARIOUS APPLICATIONS. HERE IS INFORMATION ABOUT APPLE'S MOST IMPORTANT PRODUCTS OVER THE YEARS: A MACINTOSH COMPUTER: A COMPUTER PRODUCED BY APPLE IN 1984, A STATE THAT IS A UNIQUE ELEMENT IN THE PERSONAL COMPUTER WORLD. IT WAS NOT SPECIALIZED IN A PARTICULAR CATEGORY OF PEOPLE, BUT RATHER EASY TO USE BY ANYONE. IPOD: IT WAS THE FIRST DEVICE TO TURN NATURE AND SPECIALIZATION OF WORK AND ABLE TO OPERATE ELECTRONIC DEVICES, HOWEVER, THE IPOD USED MUSIC IN MP3 FORMAT, AND ASKED ABOUT THIS DEVICE IN 2001. IPHONE: ONE OF THE MOST IMPORTANT APPLE, WHICH CAME AFTER THE SUCCESS OF THE ISSUANCE OF AN IPOD, AND ANNOUNCED FOR IPHONE IN 2007, AND WAS CONSIDERED ONE OF THE MOST IMPORTANT SMART PHONES.

strength point

iOS

POWER BRAND

THE GREAT LOYALTY OF CUSTOMERS IN THE COMPANY

PRODUCT DIVERSITY

THE ABILITY TO INNOVATE AND INNOVATE

Weaknesses

iOS

LOWER PRICES OF THE COMPANY'S SHARES WHERE THE PRICE RATE IN THE FOURTH QUARTER OF 2012 WAS HIGHER THAN THE FOURTH QUARTER AVERAGE IN 2013

RISING PRODUCT PRICES COMPARED TO COMPETITORS

DIFFICULTY OF COMPATIBILITY WITH THE EQUIPMENT AND PRODUCED BY OTHER COMPANIES

Opportunities

- ▶ Take advantage of increased demand
- ▶ Manufacture of low priced devices
- ▶ Exemption from increased reliability on computerized technology
- ▶ The possibility of developing more products

Threats

- ▶ Increase the market share of the competition company
- ▶ The many features of google android
- ▶ Buy Microsoft's phone division at Nokia and start using Android on Nokia x

Thank You