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Apple: iPhone

330
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329
349
338

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Inc.

iPhone,

Apple

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-
-
-

iPhone

2006-2011

iPhone

Apple,

APPLE

Apple ,
marketing
design .



: Apple

Apple Steve Jobs Steven Wozniac (Woz
) 1 1976,
Jobs Wozniac
, Apple I, Wozniac,
Apple
3 1977, Mike Markkula,
, Jobs Wozniac 250.000\$

. Markkula o Michael Scott
 . [24]
 Apple I, Apple II,
 . Apple II
 VisiCalc Dan Bricklin,
 (spreadsheet),
 (floppy disk),
 .
 1979, Apple
 : 1) Apple III- , 2)
 LISA- Apple III 3) Macintosh.
 Apple III,
 IBM Microsoft. O Apple III,
 , . [32]
 1979, Steve Jobs Apple,
 Xerox, Xerox Alto. Xerox
 Apple Inc.
 100.000 Xerox, 10 .
 Jobs (GUI) Xerox Alto
 , Apple Lisa.
 1983 Apple Lisa,
 , 10.000\$,
 .
 1984, Lisa , Apple
 Macintosh (
), Apple
 ,
 1990. H
 Apple Apple Lisa Macintosh. Macintosh
 Jef Raskin Steve Jobs. Apple Lisa
 , Macintosh .
 Steve Jobs Jim Baroux, Apple Inc. Macintosh
 , .
 . [24, 32]

1985 Jobs Sculley (Apple Inc.),
Jobs . Sculley Jobs

NeXT Computer Inc.
1989 Apple Inc. Macintosh Portable, 100.000
Powerbook, ,
Apple Inc.
, CD Players, ,
[24]

1985 1992 Apple
Macintosh
, 1992 Apple
PowerPC Motorola IBM.
()
() Windows Microsoft, ,
(,) /
(,) Apple
1996. [24]
, NeXT, Be Inc.,
, Apple

eXT 1997. Steve Jobs
().

1998 Apple
Steve Jobs, (

eXT) Apple
. 1998 iMac,

2001 Apple
Macintosh, MacOS X
NeXT
2001 - Macintosh
Apple Newton, iPod, (video).
, ,
, 70% .

2001,
 Apple.
 2006 163 4 . [24, 32]
 2003 iTunes Store internet.
 iPod
 Macs. To iTunes Store : 1) iTunes music Stores Mac,
 2) iTunes
 Windows. iPods
 Apple.



: iPod Apple

2005 Apple Intel ---
 --- PowerPC
 IBM. 7
 Apple Intel (Macbook Pro)-
 , 2006, Apple
 Intel,
 2006 : Mac Pro, Mac
 Book Mac Book Pro.
 Apple Boot Camp
 Windows. , Apple 6\$
 80\$!!! [24, 32]
 9 2007, Jobs Apple Computer Inc.
 Apple Inc. iPhone Apple TV.

2007 iPod Touch.
 2008 App Store iPhone
 iPod Touch.
 27 2010 iPad iPhone 4.
 iPhone 4s.

Apple:	
1976	Apple I Apple Wayne Woz. O Apple I 666
1977	Scott Apple. Apple II 1298
1978	Apple 495
1979	Apple II plus
1981	H IBM PC
1983	Lisa 9995
1984	Lisa II (3.495) Lisa I, Mac 128K Mac 512K.
1985	Apple III. Liza II Macintosh XL. H Microsoft Windows 1.0 Mac . O Apple. T Sculley.
1986	Mac plus ac 512Ke. O Pixar NeXT Computer Inc.
1987	Apple IIc Plus 1099 Mac SE. Newton
1988	Mac Iix
1989	Mac SE/30, Mac Iicx Mac portable
1990	Mac Classic
1991	Mac Classic II
1992	PowerBook 146, Performa 200

1993	Workgroup server 80, Mac Color Classic II. Sculley Apple
1994	Power Mac 6100/60
1995	Mac 630 DOS compatible, H Apple Microsoft Windows.
1996	Network server 500/132 , Power Mac 4400/160
1997	Power Mac 4400/200 PC Compatible. H
1998	iMac/233: Bondi Blue
1999	Blue & white Power Mac G3/450 minitower
2001	Mac OS X (10.0 10.1), Titanium Powerbook G4, iPod. iBook.
2002	iMac. Mac OS X 10.2
2003	iTunes Music Store. PowerMac G5. Aluminum Powerbook G4. Mac OS X 10.3
2005	Mac OS X 10.4. Intel.
2006	Mac Intel.
2007	iPhone, Intel. Mac OS X 10.5 Leopard. iTunes Store ,
2009	MacBook, MacBook Pro, iMac, Mac Mini Mac Pro. Mac OS X 10.6 Snow Leopard.
2010	27 Apple iPad. iPhone4
2011	5 2011 Apple iPhone 4s

: <http://el.wikipedia.org/wiki/Apple>

APPLE

Apple.

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iPhone

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lan Turing,

uring

1954,

Apple. [33]



APPLE

(BRAND NAME)

1997, Apple Steve Jobs to
Jonathan Ive
Ive
iMac
Apple. iPod Apple,
MP3.
Apple Pixar,
Apple Macintosh
H, Dell Pc
1000\$, Apple
MacBook Pro, 1900\$
Apple low-end (500\$), Mac
Mini. Mac Mini
«Small is Beautifull» (). [36]

APPLE

Apple Microsoft
iTunes Windows 2001,
Apple 2-3%
Apple Microsoft Microsoft Office.
suit office, Macintosh
Office

Windows. Apple Microsoft
Steve Jobs 1997. [35, 36]
iTunes iPod. iTunes
Apple Microsoft,
iTunes ACC , (iRiver
Samsung), .

LIFESTYLE

Apple iLife suite ,
,
Podcastø
Apple Microsoft 1998,
Microsoft Windows Macintosh,
Microsoft Microsoft,
Apple,
Windows. Microsoft Office
Macintosh Apple.
tex9
xTunes, iTunes. 2002 Apple
tex9, Sumi.
Apple
Corps Ltd, Apple
Beatles. Paul McCartney Ringo Starr, Apple
iTunes,
« » -
Apple

Apple.

appleinsider.com

. [35]

5

PORTER:

Apple

:

- ó Hardware & Software
- Media

Apple

,

. 2005, Apple

,

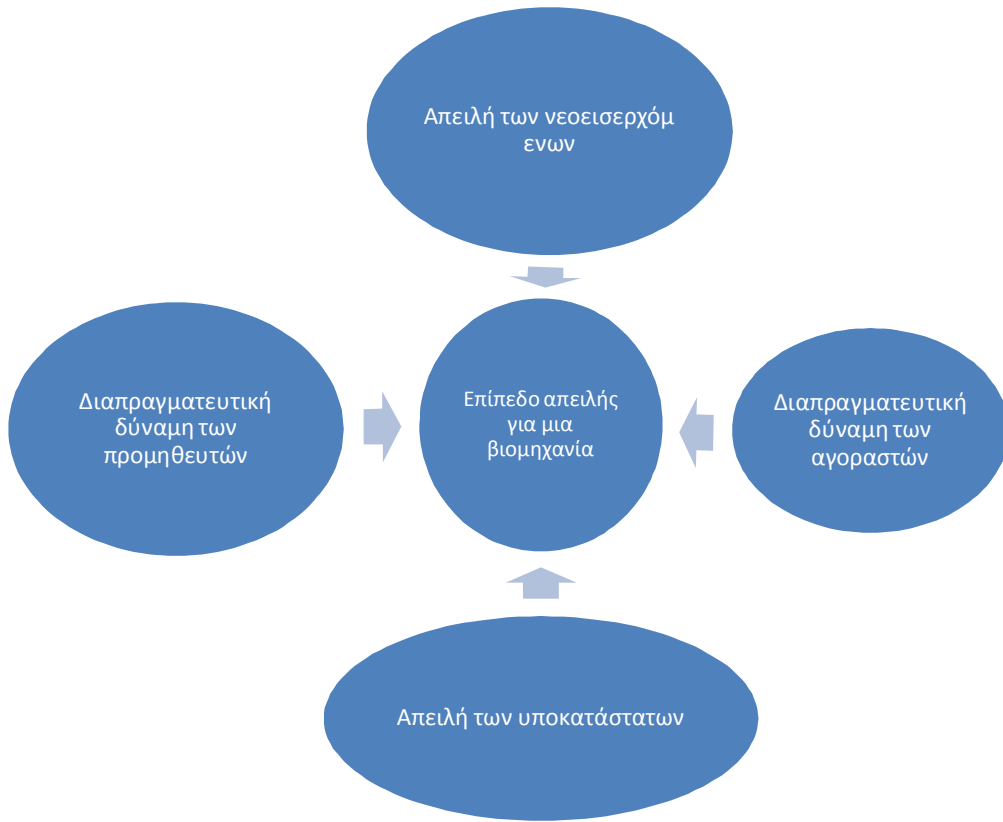
. (Yoffie, 2011).

5

Porter,

Apple

. [35]



: 5

Porter.

	Verizon	Streaming V Cast
	Amazon	online (iTunes)
	Google	
	ōNext Googleō	
	Microsoft	Microsoft Windows & Windows Media Player
	Linux	Mac Os X
	Napster, Rhapsody	Online - iTunes Music Store
	Dell, HP, Lenovo	hardware
	iRiver, Samsung, Creative	Mp3 Players
	Dream Works	Animated movies
	YouTube.co m	Online Video
	XM, Sirius	
	Xbox, PS2	, Media & Music
	Various	Internet streaming Radio & Prodcats
	Music, CDs, DVD- Audio and SuperAudio CD	
	Broadcast, Cable,	

	Satelite, NetFlix, TiVo, Theatres	
_____ - _____ :	Motorola, IBM, Intel, Samsung	
	Microsoft	/ office Mac
	THE BIG FIVE: BMG, EMI, Sony, Universal and Warner	Apple.
	Disney, ABC, NBC, CBS, FOX, PIXAR, Sony	online Disney/ Pixar
_____ - _____ :	(peer-to- peer)	
		Apple Apple Store 2001
	&	/

Advanced Micro

Devices.

Apple,

Apple.

. Apple

OS X

BSD Unix.

FBI

Mac

OS X.

Apple

2006

OS X Apple.

iChat

OS X

Windows,

Apple

. [35]

Sony

Apple. Sony

Music

Apple

iTunes.

Walkman,

iPod.

Sony

Sony Walkman,

Mora. Sony

Mora.

Mora

Sony

iTunes

Apple.

, (VisiCalc

on the Apple II Plus)
Apple

«digital lifestyle» (Macintosh),

Windows,
iMovie, iPhoto, iTunes ,
Ives,

Apple, : «
». [35]



: Apple

Apple
software, hardware
Apple
64bit iPod.
iMac,
Lisa, Apple

MARKETING

Steve Jobs.
1997, Jobs

Apple
Apple
PC
Apple
Windows XP,
online
iPod
MP3 players, Mac
Hardware Software.
Apple
Intel iMac
iMac.

SWOT ANALYSIS

(SWOT). [35]

○ : Intel, Apple, Microsoft

Apple.

○ : hardware software . Apple

(iTunes).

○ : Apple

○ **Steve Jobs:** Jobs,

Apple.

(1985-1996),

○ : Apple ,
 ,
 , Apple « »

○ **Steve Jobs:** Jobs ,
 ,
 ,
 Apple,

○ : iPod
 iTunes, Apple
 iTunes
 (, ,)
(Disney, TBS, Verizon,).

○ **hardware software :**
 , Apple
 Windows.
 Intel,
 iMacs.

, Aozora Bank Ltd,
 2.300 iMacs. Apple
 , .

○ , :

, .

, .

, .

Apple iTunes, .

○ : hardware

& software .

(- ,).

, Apple .

IPHONE

iPhone (smartphones),
/ ,
29 2007
3,5
(Pandya, 2008).
(touchscreen)
, browser
Wi-Fi (Wikipedia, iPhone, 2011) .
iPhone 2007,
quad band EDGE.
, 2007,
, 2008, iPhone , iPhone
3G, 3G, 22 ,
, 80. iPhone, iPhone
3GS, 2009 . 24 2010
CEO Apple iPhone iPhone 4. iPhone
4 , , 5
megapixel .
iPhone 4S. iPhone ,
3,5 . iPhone Apple
Macintosh ,
, PDA iPod.
iPhone
2,5 ,
(Yoffie, Kim, 2011).
iPhone, walkman,
. To iPhone
Internet, smartphones (Jiang, 2010)

8,9 cm (320×480 px at 160 ppi)

<http://www.apple.com/gr/iphone/>.

iPhone

iPhone

"

(Wikipedia, iPhone, 2011).

iPhone
on/off.

: sleep/wake, volume up/down, ringer

iPhone

iPhone.

(Wikipedia, iPhone, 2001).

iPhone

AT&T

Apple.

(e-mail)

Mail,

« » ((Wikipedia, iPhone, 2011,

iChat)

<http://www.apple.com/gr/iphone/>).

To iPhone

8 megapixel

f/2.4.

<http://www.apple.com/gr/iphone/>

iPod

2005, iPhone

iPhone

(16:9)

(Wikipedia, iPhone, 2011,

<http://www.apple.com/gr/iphone/>).

WiFi,
(), (browser) Safari. iPhone
Cingular's EDGE (&),
Cingular's 3G/HSDPA.
browser
.
,
. iPhone Bluetooth
Bluetooth 2.0. (Wikipedia,
iPhone, 2011, <http://www.apple.com/gr/iphone/>).

E-MAIL

iPhone HTML ,
e-mail. Yahoo!
Push-IMAP e-mail BlackBerry.
IMAP POP3,
Microsoft Exchange.
Outlook Windows iPhone
(2011). enterprise email
IMAP POP3 (Wikipedia, iPhone, 2011, <http://www.apple.com/gr/iphone/>).



: iPhone

i-Phone

Apple,

, iPod iMac.

iPhone,

(Pandya, 2008).

E

iPhone

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500000

App Store Apple.

. (www.apple.com/iphone/from-the-app-store/)



- SoundTracking (),
- Google Translate (Google 63),
- Photosynth (360),
- iMuscle ()
- Weather+ ().

Apple Google,
 Google Maps ó
 iPhone.

. (<http://techcrunch.com/2011/12/17/the-top-20-best-iphone-and-ipad-apps-of-2011/>)

Apple Safari,
 Web 2.0 Ajax
 «jailbreakers»,
 App Store. (<http://9to5mac.com/2011/10/21/jobs-original-vision-for-the-iphone-no-third-party-native-apps/>)

iPhone, iPod Touch iPad,
 iOS (iPhone OS).
 Darwin, Mac OS X. PowerVR
 interface .
 gigabyte
 Apple, iPod,
 iPhone iTunes.
 OS 7.3 , Mac OS X
 10.3.9 Panther, 32-bit Windows XP Vista.
 (<http://en.wikipedia.org/wiki/IPhone>)

iCLOUD

iCloud Apple Apple (Apple
 Worldwide Developers Conference ó WWDC) 2011
 cloud storage cloud computing.
 iCloud,
 (, , , , , , ,
 , , iBooks) server. ,
 iOS Mac OS X Microsoft Windows.
 iCloud MobileMe Apple,
 email, , ,
 .
 5 GB cloud
 .
 Apple (. . , ,),
 5GB.



: iCloud

iCloud :

iOS Device Backup and Restore:

iOS

Find My iPhone:

Find My iPhone,

MobileMe,

(iPhone, iPod touch,

iPad, Mac).

password

Find my friends:



: Find my Friends

Photo Stream: 1000

30

iCloud servers

iTunes Match:

(\$24.99)

iTunes,

CD

iTunes Store. (<http://www.apple.com/icloud/features/> ,

<http://en.wikipedia.org/wiki/ICloud>)

hacker

Apple

2007, 2010

2011,

JailbreakMe

Mobile Safari,

«jailbreak»

App Store)

SIM

iPhone

iOS

2011, Apple

iOS 4.3.5 (4.2.10

iPhone CDMA)

. (<http://en.wikipedia.org/wiki/IPhone>)

IPHONE 4S

iPhone 4S

iPhone,

iPhone 4.

iPhone 4S

Dual Core

Apple 5

8 megapixel,

Assisted GPS.

(

),

(

),

Siri,

(<http://www.apple.com/iphone/features/siri.html>).

Model	iPhone	iPhone 3G	iPhone 3GS	iPhone 4	iPhone 4S
Status	Discontinued	Discontinued	Available	Available	Available
Display	89 mm (3.5 in) glass LCD, 3:2 aspect ratio ^[100]				
	480 × 320 px (HVGA) at 163 ppi		960 × 640 px at 326 ppi		
Storage	4, 8, or 16 GB	8 or 16 GB	8, 16 or 32 GB		16, 32, or 64 GB
CPU Core	620 MHz (underclocked to 412 MHz) ARM 1176JZ(F)-S ^[101]		833 MHz (underclocked to 600 MHz) ARM Cortex-A9 ^{[102][103]}	1 GHz (underclocked to 800 MHz) ^[104] Apple A4 ^[105]	1 GHz (underclocked to 800 MHz) ^[106] Dual-core Apple A5
Memory	128 MB DRAM ^[107]		256 MB DRAM ^{[102][108]}	512 MB DRAM ^{[109][109]}	
Cellular Connectivity	Quad band GSM/GPRS/EDGE (850, 900, 1800, 1900 MHz)	In addition to previous: Tri-band 3.6 Mbit/s UMTS/HSDPA (850, 1900, 2100 MHz) ^[110]	In addition to previous: 7.2 Mbit/s HSDPA	GSM model: In addition to previous: 5.76 Mbit/s HSUPA, UMTS/HSDPA at 800 and 900 MHz ^{[66][111]} CDMA model: Dual-band CDMA/EV-DO Rev. A (800, 1900 MHz)	In addition to previous: 14.4 Mbit/s HSDPA, Redesigned dynamically switching dual antenna. ^[112] Combined GSM/CDMA capability
Features	USB 2.0/dock connector	In addition to previous: assisted GPS, includes earphones with mic	In addition to previous: voice control, digital compass, Nike+, camera tap to focus (iOS 4.0.1) includes earphones with remote and microphone	In addition to previous: 3-axis gyroscope, Dual-microphone noise suppression, microSIM, rear camera LED flash	In addition to previous: Siri (beta) voice assistant and CLONASS support
Camera	2.0 Megapixel, f/2.8 Still images only		3.0 Megapixel, f/2.8 VGA video at 30 frame/s	Rear: 5.0 Megapixel, f/2.8 720p HD video at 30 frame/s	Rear: 8.0 Megapixel, f/2.4 1080p Full HD video at 30 frame/s
Materials	Aluminum, glass and black plastic	Glass, plastic, and steel; black or white (white not available for 8 GB models)		Black or white aluminosilicate glass and stainless steel	
Power	Built-in, non removable, rechargeable lithium-ion polymer battery ^{[113][114][115]}				
Released	4 and 8 GB: June 29, 2007 16 GB: February 5, 2008	July 11, 2008	16 and 32 GB: June 19, 2009 Black 8 GB: June 24, 2010	GSM (Black): June 24, 2010 CDMA (Black): February 10, 2011 White: April 28, 2011 8 GB: October 4, 2011 (Available from Oct 14, 2011)	October 14, 2011
Discontinued	4 GB: September 5, 2007 8 and 16 GB: July 11, 2008	16 GB: June 8, 2009 Black 8 GB: June 4, 2010	16 and 32 GB: June 24, 2010 Black 8 GB: In production	16 and 32 GB (unlocked only): October 4, 2011 Black and White 8 GB: In production	In production
Model	iPhone	iPhone 3G	iPhone 3GS	iPhone 4	iPhone 4S

: Wikipedia, iPhone, 2011

APPLE

IPHONE

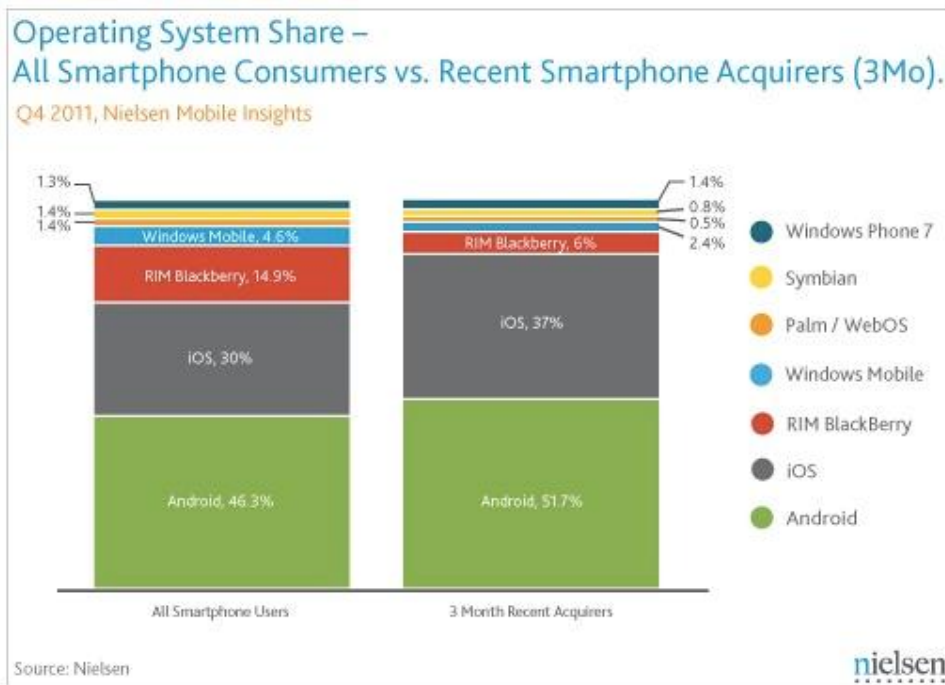
, iphone ,
,
internet, / . Apple iphone
iPod, Apple. iPhone, ,
(West and Mace, 2010).
iPhone 2007, Apple
iPod Touch,
iPhone,
PDA . Apple
iPhone.
iPhone 2007
Internet, 2008
, iPhone ,
2009
hardware , ,
Apple ,
(West and Mace, 2010).
Apple iPhone , ,
10 (1%).
2008, iPhone 4% (Wikipedia, iPhone,
2011). Apple internet
Apple AT&T.
iPhone ,
, AT&T
(internet).
, « »
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Apple (Vogelstein, 2008).
Apple iPhone ,
,
, Blackberry RIM,

Ericsson, Nokia Sony
Symbian, .
iPhone 270.000 ,
1
Apple 200\$ (West and Mace, 2010).
Apple 2 & ,
iPhone &
&
iPhone Apple.
GSM , -Mobile,
.
iPhone « » ,
/ « »
« » «Jailbreak»,
(Pandya, 2008). Jailbreak ,
iPhone .
Safari iPhone .
iPhone , Apple
Vodafone,
(Maier and Müller 2007). 2007 Apple iPhone
3 ,
(Cellenet, Deutsche Telekom
France Telecom). iPhone
Apple
, .
2009.
2008 Apple iPhone,
, 2008
iPhone 3G
GPS. , iPhone ,
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Apple iPhone 3G 70

2008. 2009 , Apple
 iPhone ,

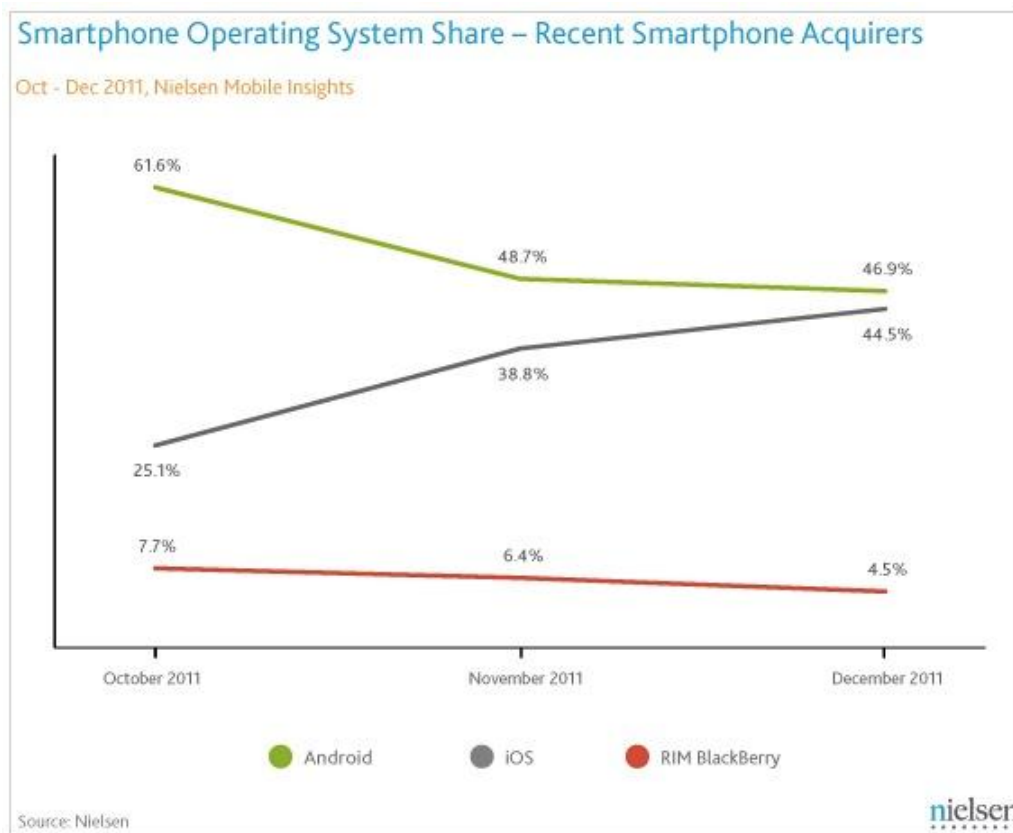
NDROID

Apple android
 smartphones. Nielsen
 ()
 2012, 37% smartphone
 iPhone, 25.1% 2011.
 android smartphones, iOS iPhone ,
 smartphones.



Android smartphones
 android ,
 Apple , iPhone
 AT&T, 2011, iPhone 4
 Verizon.

iPhone 3GS AT&T Verizon iPhone 4S iPhone AT&T, Verizon Sprint \$99. 260 AT&T. Nielsen smartphone, 46.3% Android Apple 30%. Research In Motion's (RIM) BlackBerry 22%, 6% 4 2011.



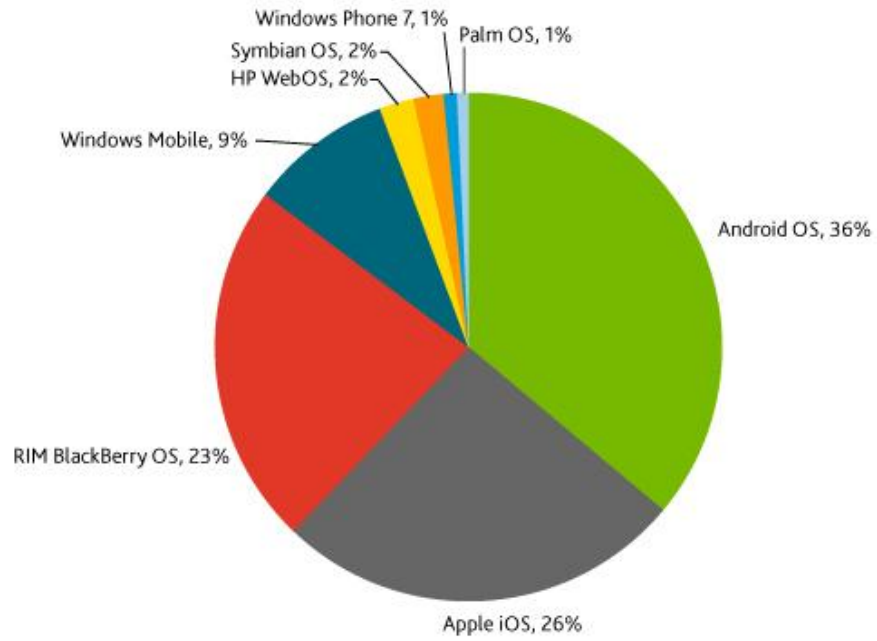
Apple iOS 5 iPhone 4S iPhone 5 Android. Android (51.7%) Q4 2011). RIM. iOS Android. Android Apple smartphones Q4 2011, 88.7% Microsoft,

RIM Hewlett-Packard

<http://www.readwriteweb.com/mobile/2012/01/apples-iphone-strategy-cutting.php>

Smartphone Share

Feb - Apr 2011, Nielsen Mobile Insights, National

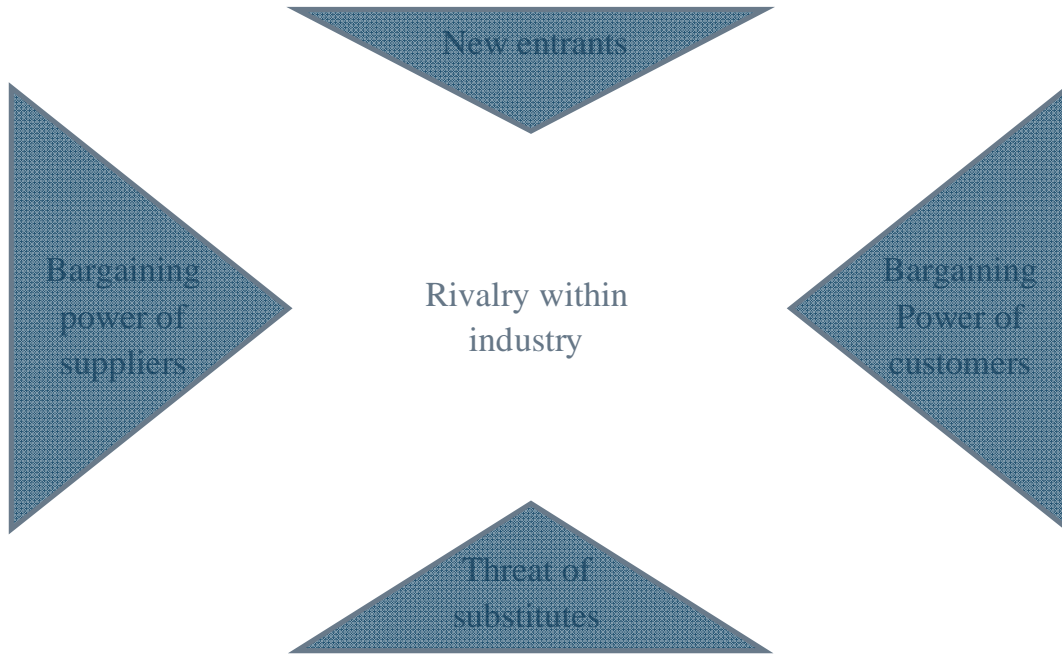


Source: Nielsen



IPHONE

Porter's Five Forces



: Porter's 5 Forces

. **iPhone**
 (2007)
 2)
 « » (Apple iPhone).
 .
 Apple Rhythm in Motion (RIM)
 Blackberry, .
 , Apple
 (Apple Iphone).

Apple

50%. Apple

iPhone

Apple iPhone

iPhone Apple

Apple iPhone

Google Microsoft.

A.

Apple

iPhone,

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B.

Apple, iPhone

∅ , brand name Apple

Apple

∅Know-Howö.

Apple

Apple
Cingular &). iPhone
Cingular. iPhone

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FCC (Federal Communications Commission)
Apple, iPhone,
FCC
(Apple iPhone).

Apple
iPhone
Apple

iPhone, Apple « »

iPhone

iPhone

(Apple iPhone).

iPhone

iphone.

iPhone,

iPhone

(LG Samsung)

Google Microsoft,

Google

Microsoft

IPHONE SWOT ANALYSIS

SWOT

(, 2002). SWOT

Strengths, Weaknesses, Opportunities, Threats.

SWOT

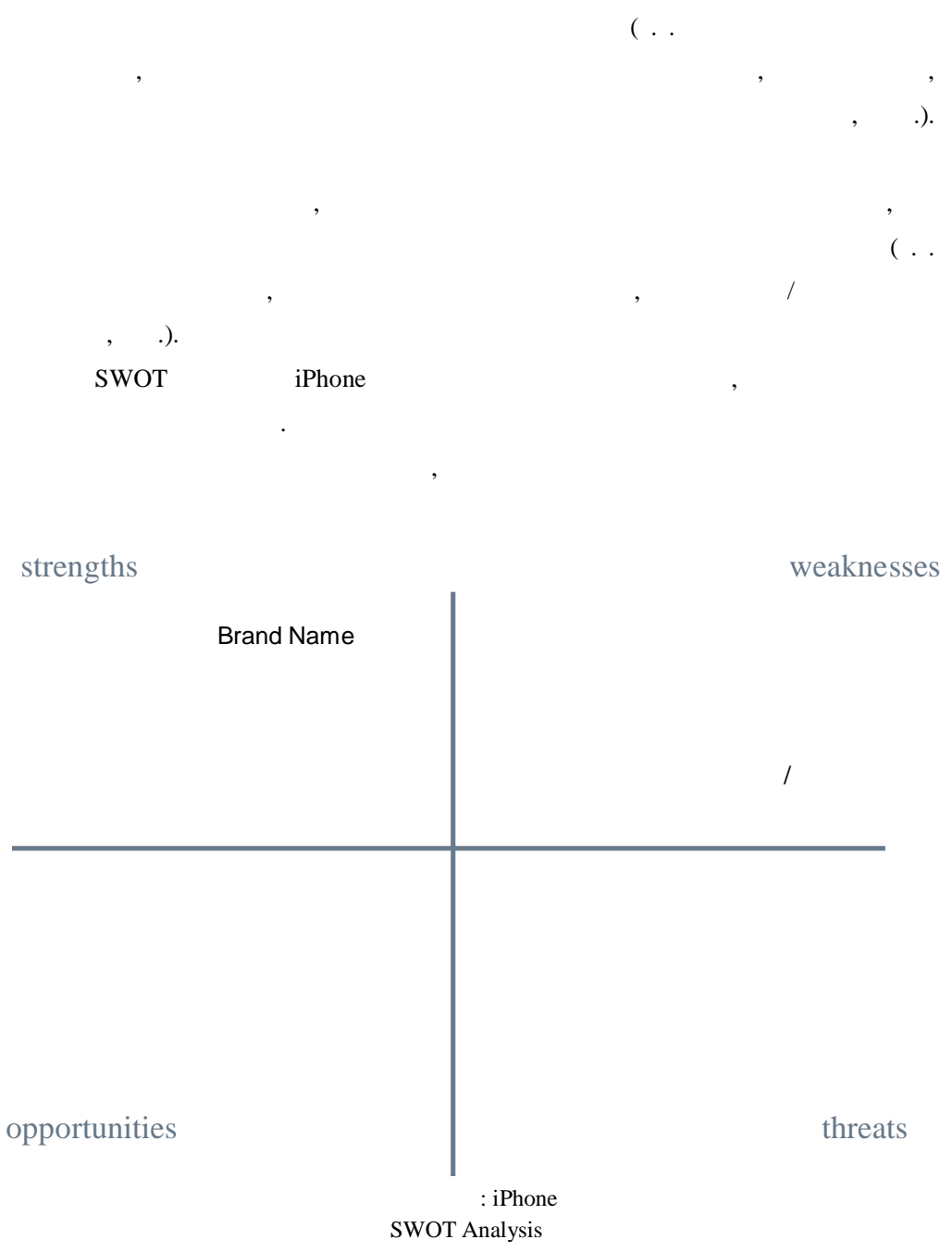
(Strengths)

(Weaknesses)

,

(Opportunities)

(Threats)



A. Strengths

iPhone, Apple, Brand Name, iPhone 4S, 8, iPhone, internet, iPhone

Apple,
Apple

(Kraemer

Kenneth, Linden Greg and Dedrick, 2011),

B. Weaknesses

, iPhone iPhone
3G ,

Bluetooth. iPhone 400p ó 700p (Vodafone, 2011, Wind,
2011, Cosmote, 2011),

Apple

iPhone.

C. Opportunities

iPhone

iPhone

Mac OS

(Huzefa A.N. Depti et al., 2009).

, Apple

÷ ø

iPhone.

D. Threats

Nokia, Sony

Google.

iPhone

iPhone,

TO

i-PHONE - i-PHONE 5

Apple, iPhone 5

2012

BGR, iPhone 5

2012

iPhone 4 4S

iPhone

bezel,

Apple

iPad 2

Wi-Fi 3G.



: iPhone 5

APPLE INC

Apple Inc, 2006 2011,
iPhone

(financial statements),

(accounting financial ratios)

Apple Inc

iPhone

S&P 500

iPhone

APPLE INC.

	5		
	2006	2011.	1
			2 3
2006	2011		4

Accounting Ratio	2006	2011	Change
Liquidity Analysis Ratio			
Current ratio	2,382	1,608	-32,49%
Quick Ratio	2,200	1,508	-31,45%
Net Working Capital	0,467	0,146	-68,74%
Profitability Analysis Ratio			
Return on Assets(ROA)	0,138	0,270	95,65%
Return on Equity(ROE)	0,227	0,416	83,26%
Return on Common Equity(ROCE)	0,227	0,416	83,26%
Profit Margin	0,103	0,239	132,65%
Earnings per Share(EPS)Basic	2,360	28,050	1088,56%
Earnings per Share(EPS) Diluted	2,270	27,680	1119,38%
Activity Analysis Ratios			
Assets Turnover Ratio	1,343	1,320	-1,70%
Accounts Receivable Turnover Ratio	18,308	19,900	8,70%
Net Working Capital Turnover Ratio	0,024	0,064	165,83%
Inventory Turnover Ratio	63,060	70,532	11,85%
Capital Structure Analysis Ratio			
Debt to equity Ratio	0,723	0,518	-28,35%
Financial leverage	1,649	1,539	-6,67%
Interest Coverage Ratio	(Interest Expenses=0)	(Interest Expenses=0)	
Capital Market Analysis Ratio			
Price Earnings Ratio(PE)	30,450	16,670	-45,25%
Market to Book Ratio	6,070	4,100	-32,45%
Divident Yield	0,000	0,000	0,00%
Divident Payout Ratio	0,000	0,000	0,00%

*

*

Annual Reports

2006 2011 Apple Inc,

<https://www.wikinvest.com>

(Liquidity Ratios)

Apple

(Current Ratio) 32,5%

(Quick Ratio)

31,45%,

(Net

Working Capital)

()

68,74%

2006-2011.

Apple,

(Activity Ratios)

10%

Apple 2011

2006.

165%

2011.

(Profitability Ratios)

Apple

(EPS Basic),

1.100%.

ROA

() ROE ()
 83,26% 95,66%
 (Profit Margin)
 132,65%

(Capital Structure Analysis Ratios),

28,35%
 Apple 2011
 2006-2011,
 2011,
 , 0

(Capital Market Analysis Ratios),

Apple, Price Earnings, 45%,
 Market-to-book 32.45% Apple
 2011 2006
 Apple
 2006-2011
 iPhone.

Apple Inc 2006 2011.

1

2 3

2006 2011 4

	2006	2011	Change
Sales	19.315,00	108.249,00	460,440%
Net Income	1.989,00	25.922,00	1203,268%
Total Assets	17.205,00	116.371,00	576,379%
Total Liabilities	7.221,00	39.756,00	450,561%
Shareholders Equity	9.984,00	76.615,00	667,378%
Gross margine percentage	1.708,00	43.818,00	2465,457%
R&D Expenses	712,00	2.429,00	241,152%
Cash And Cash Equivalent	6.392,00	81.570,00	1176,126%
Stock Price Range	86,4 - 47,87	422,86 - 275,00	

* ()

Apple

460,45% 1203,268%

126%

65 \$

2011 350\$, 400\$

241,15%

Apple,

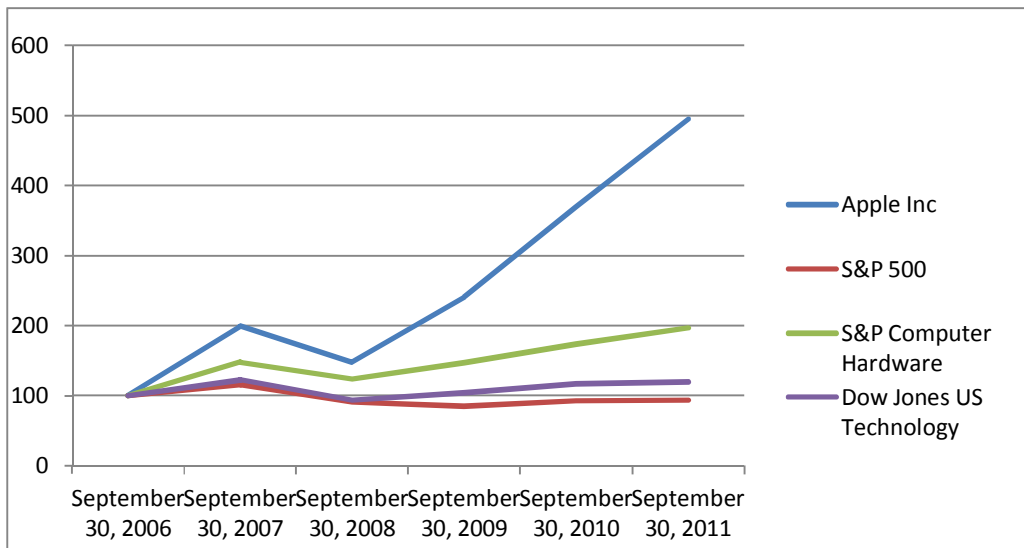
	2006	2011	Change
R&D To Sales ratio (R&D Expense/Sales)	0,040	0,020	-50,00%

* *Annual Reports Apple Inc*

Apple

2011,
2006, 50%

(),
Apple Inc, index S&P 500, index S&P Computer
Hardware Dow Jones U.S. Technology.
30/09/2006 100\$ 30/09/2011.



Apple Inc, ,
3 ,
500 Standard &
Poor's . , 100\$ Apple 30/09/2006,
495\$ 30/09/2011, index

S&P Computer Hardware () 197 \$.

Apple

iPHONE

2

iPhone

2006-2011 (1

). 3

2007,

(29 - 29).

Year	Net Sales	Change
2007	0,123	-
2008	6,742	5381,301%
2009	13,033	93,311%
2010	25,179	93,194%
2011	47,057	86,890%

**iPhone and related products and services*

*

iPhone,

, service,

accessories

Apple

iPhone

2011

1/3

Apple

(43%).

iPad

2010.

	(Asia-Pacific)				
	2010-2011	174%	iPhone	105	
228					
	Apple				
			Apple Inc		2010-
2011	66%				
	,				
	,		iPhone	87%	\$21.9
	.		72		
	2010	32,3			

APPLE:

Apple
ø80 Apple Newton,
1992
PDA (Personal Digital Assistant).
Apple.
Newton
Newton
Apple
PC,
Apple
Apple Newton
PC 1998.
Newton Palm Palm Pilot,
e-mail
PDA
Nokia
Apple
Newton
pple
()
iPhone, tablets
2010 pple iPad,
Apple
iPhone.
iPhone , 100

tablets
Motorola, Sony, Dell, RIM, HP, Lenovo, Acer, Samsung

iPhone H-P,

iPhone

K

, Apple,

, iPhone 4s

2011

" " tablets,

Steve Jobs

tablets

iPhone.

Samsung,

100.000

300.000 iPhone

. Apple

pple

. Apple

iPhone

Apple.

tablets.

Apple

IPHONE

- iPhone : , , , , iPhone. , , . Cingular, , . Cingular , Apple.
- (e-mail) Mail, (iChat) .
- Siri, iPhone 4S , .
- .8 3G 14 2G.6 3G 6 Wi-Fi . 10 40 .
- iPhone 4S Apple 1GHz 5 dual-core dual-core GPU. Apple chipset iPhone 4S 2 , 7 , iPhone 4.

IPHONE MOBILE

- , Apple
- :
- iPhone 4S iPhone 4.
- .
- Apple iPhone
- , Android.
- 4G.
- .
- MicroSIM
- Flash Web
- Flash browser Safari .
- app YouTube , Flash
- .
- multitasking
- Video- FaceTime Wi-Fi
- Bluetooth USB
- .
- -
- microSD
- .
- iTunes

Liquidity Analysis Ratio	
Current ratio	<i>(Current Assets/Current Liabilities)</i>
Quick Ratio	<i>(Quick assets/Current Liabilities)</i>
Net Working Capital	<i>(Net Working Capital/Total Assets)</i>
Profitability Analysis Ratio	
Return on Assets(ROA)	<i>(Net Income/Average Total Assets)</i>
Return on Equity(ROE)	<i>(Net Income/Average Stockholders' Equity)</i>
Return on Common Equity(ROCE)	<i>(Net Income/Average Common Stockholders' Equity)</i>
Profit Margin	<i>(Net Income/Sales)</i>
Earnings per Share(EPS)Basic	<i>(Net Income/Number of common Shares outstanding)</i>
Earnings per Share(EPS) Diluted	<i>[EPS Basic (all convertible securities exercised)]</i>
Activity Analysis Ratios	
Assets Turnover Ratio	<i>(Sales/Average Total Assets)</i>
Accounts Receivable Turnover Ratio	<i>(Sales/Average Account Payable)</i>
Net Working Capital Turnover Ratio	<i>(Sales/Net working Capital)</i>
Inventory Turnover Ratio	<i>(Cost of Goods Sold/Average Inventories)</i>
Capital Structure Analysis Ratio	
Debt to equity Ratio	<i>(Total liabilities/Total Stockholders' Equity)</i>
Financial leverage	<i>(Average Total Assets/ Average Total Stockholders' Equity)</i>
Interest Coverage Ratio	<i>(Income before Interest and Income Tax Expenses/Interest Expenses)</i>
Capital Market Analysis Ratio	
Price Earnings Ratio(PE)	<i>(Market Price of common stock Per Share/Earnings Per Share)</i>
Market to Book Ratio	<i>(Market Price of common stock Per Share/Book Value of Equity Per Common Share)</i>
Divident Yield	<i>(Annual Dividends Per Common Share/Market Price Of Common Stock Per share)</i>

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