



A Study on SWOT Analysis with special reference to the Apple Company

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Abstract

SWOT investigation is a procedure that recognizes the qualities, shortcomings, openings and dangers of an association. In particular, SWOT is an essential, expository structure that surveys what an association can and can't do, and in addition its potential openings and dangers. A SWOT investigation takes data from a natural examination and isolates it into interior qualities and shortcomings, and its outer openings and dangers.

Key Words:SWOT, apple, company, organization, analysis.

1. Introduction

A SWOT investigation figures out what helps the firm in achieving its goals, and what snags must be overcome or limited to accomplish wanted outcomes. When utilizing SWOT examination, an association should be reasonable about evaluating its qualities and shortcomings. Examination needs to look at where the association is today, and where it might be situated later on.

Apple's present achievement is connected to the capacity of the organization to utilize its qualities to defeat shortcomings and dangers, and to misuse openings. Apple's SWOT examination gives bits of knowledge on the activities of the organization to amplify its development in view of such qualities and openings. This SWOT investigation additionally shows the most noteworthy issues that Apple must address. For example, the risk of rivalry is among the most prominent. A comprehension of the progression of inside and outer vital factors additionally enables speculators to assess the estimation of Apple's business. In this manner, this SWOT examination of Apple Inc. is of useful use for speculators and the organization's pioneers and directors. Apple's SWOT investigation features the most critical qualities that Apple can use to enhance its position and money related execution, and also the shortcomings and dangers that ought to be tended to through creative systems. Apple's SWOT investigation likewise distinguishes the real openings. Apple's SWOT examination demonstrates that the organization has significant qualities that can be utilized to viably address authoritative shortcomings. The organization can likewise utilize these qualities to abuse the chance to extend its conveyance arrange. Likewise, Apple can utilize its solid image picture and quick advancement procedures to effectively create and dispatch new product offerings. Be that as it may, the firm faces the huge dangers of forceful rivalry and impersonation, which are significant difficulties influencing players in the business. An appropriate strategy is to address these dangers through a more grounded patent portfolio, alongside constant advancement to guarantee the upper hand of Apple items notwithstanding when contenders endeavor to get up to speed openings that shape the key heading of the organization.

2. Aim of the Study

To know the strength, weakness, opportunities and threats of APPLE company.

3. Objectives of the Study

- To know the meaning of SWOT analysis
- To identify the uses of SWOT analysis
- To evaluate SWOT analysis in reference to the APPLE Company
- To analyze the effectiveness of SWOT analysis in the APPLE Company
- To suggest ways and means to improve on the SWOT analysis followed in the APPLE Company based on their effectiveness.

4. Materials and Methods

The present study has focused on descriptive type of research and also researcher has collected information mainly on secondary data sources like journals, newspapers and published reports and also researcher described about the working capital efficiency, performance in various dimensions.

5. Limitations to the Study

- The study is limited due to the fact of time constriction
- The study is limited due to the fact that it is constrained only to company being APPLE company.

6. Scope of Study

A helpful device to dissect an organization is a SWOT investigation. By means of a SWOT examination, we can see the qualities, shortcomings, openings and dangers that influence the execution of an association. SWOT investigation was first presented by Stanford University's Albert Humphrey in the 1960's. SWOT examination is a standout amongst the most prominent expository methods among focused insight experts, and in addition numerous different controls required with key arranging. SWOT investigation plots the vital qualities, shortcomings, openings, and dangers to decide an association's capabilities and also recognize future openings. SWOT examination is a structure connects the company's capacities to its applicable aggressive condition. I.e. the SWOT examination centers around assessing the key position of a firm by breaking down its qualities, shortcomings, openings and threats. It compresses the key issues from the business condition and the key capacity of an association that are destined to affect on procedure improvement.

The qualities are those focuses where an organization has an aggressive progress in correlation with their rivals. The shortcomings of an organization are those focuses where the organization has an aggressive disservice in examination with their rivals. Actually, by the examination of the inner condition of an organization, it ought to be conceivable to decide the qualities and shortcomings of that organization. The SWOT investigation can be viewed as a short synopsis of the inward condition. The openings and dangers of an organization comprise of outer impacts. Openings are attributes of the outer condition that can possibly help the association to accomplish its key objectives. Dangers are attributes of the outside condition that may keep the association from accomplishing its key objectives. Outer impacts are a section the outside condition of an organization. By utilizing the dismemberment of the outer condition, it is conceivable to decide the openings and dangers. The openings and dangers are likewise a rundown of the outer condition. A SWOT examination is very helpful in light of the fact that with it, it is conceivable to perceive what a firm is and can't do in a fast and clearing up way. The aggressive procedure of an organization should fit with the SWOT investigation

of an organization. In the event that an organization is for instance exceptionally cost productive in light of the fact that they have a colossal limit motor compound, they shouldn't center around their quality yet on their amount. Qualities are the characteristics that empower us to achieve the association's central goal. These are the premise on which proceeded with progress can be made and proceeded/managed. Qualities can be either substantial or immaterial. These are what you are knowledgeable in or what you have aptitude in, the characteristics and characteristics your representatives have (separately and as a group) and the unmistakable highlights that give your association its consistency. Qualities are the advantageous parts of the association or the capacities of an association, which incorporates human abilities, process capacities, budgetary assets, items and administrations, client altruism and brand steadfastness. Cases of authoritative qualities are enormous money related assets, expansive product offering, no obligation, submitted representatives, and so forth.

Shortcomings are the characteristics that keep us from achieving our main goal and accomplishing our maximum capacity. These shortcomings weaken effects on the hierarchical achievement and development. Shortcomings are the components which don't meet the benchmarks we feel they should meet. Shortcomings in an association might deteriorate apparatus, lacking innovative work offices, limit item go, poor basic leadership, and so forth. Shortcomings are controllable. They should be limited and disposed of. For example - to beat out of date hardware, new apparatus can be bought. Different cases of authoritative shortcomings are tremendous obligations, high worker turnover, complex basic leadership process, limit item extend, vast wastage of crude materials, and so forth.

Openings are displayed by nature inside which our association works. These emerge when an association can take profit of conditions in its condition to design and execute systems that empower it to wind up more beneficial. Associations can increase upper hand by making utilization of chances. Association ought to be cautious and perceive the openings and handle them at whatever point they emerge. Choosing the objectives that will best serve the customers while getting wanted outcomes is a troublesome undertaking. Openings may emerge from showcase, rivalry, industry/government and innovation. Expanding interest for media communications joined by deregulation is an awesome open door for new firms to enter telecom part and rival existing firms for income.

Dangers emerge when conditions in outer condition risk the unwavering quality and benefit of the association's business. They exacerbate the powerlessness when they identify with the shortcomings. Dangers are wild. At the point when a danger comes, the security and survival can be in question. Cases of dangers are - turmoil among workers; consistently evolving innovation; expanding rivalry prompting abundance limit, value wars and diminishing industry

benefits; and so forth. SWOT investigation is a standout amongst the most well known scientific methods among aggressive insight experts (Fehringer, 2007, p. 54), and in addition numerous different controls required with key arranging (Choi, Lovallo, and Tarasova, 2007). SWOT examination diagrams the key qualities, shortcomings, openings, and dangers to decide an association's capabilities and in addition distinguish future openings

7. Review of Literature

Apple's present achievement is connected to the capacity of the organization to utilize its qualities to defeat shortcomings and dangers, and to misuse openings. Apple's SWOT examination gives bits of knowledge on the activities of the organization to boost its development in view of such qualities and openings. This SWOT examination additionally demonstrates the most critical issues that Apple must address. For example, the danger of rivalry is among the most striking. A comprehension of the elements of interior and outer vital factors likewise enables financial specialists to assess the estimation of Apple's business. Therefore, this SWOT investigation of Apple Inc. is of functional use for financial specialists and the organization's pioneers and chiefs.

8. Internal Strategic Factors

This part of Apple's SWOT examination distinguishes the greatest qualities that empower the organization to withstand dangers in its business condition. These dangers can lessen business execution. For Apple's situation, the accompanying are the most prominent authoritative qualities:

1. Strong brand picture
2. High overall revenues
3. Effective advancement process

Apple is a standout amongst the most important and most grounded marks on the planet. This piece of the SWOT examination demonstrates that the organization is equipped for presenting beneficial new items by righteousness of its solid image picture. Furthermore, Apple keeps up its top notch estimating procedure, which accompanies high overall revenues. This is a noteworthy quality since it makes adaptability for the firm to alter costs while guaranteeing huge benefits. Additionally, Apple is known for fast development in light of the organization's concentrated development techniques. Quick development empowers the firm to stay up to date with the most recent advancements to guarantee upper hand. In view of this measurement of Apple's SWOT investigation, the organization's qualities are hard to rival, along these lines supporting the company's proceeded with administration in the business.

In this part of Apple's SWOT investigation, the accentuation is on the shortcomings or insufficiencies of the organization. Shortcomings can fill in as deterrents to business development. For Apple's situation, the accompanying authoritative shortcomings are the most prominent:

1. Limited circulation organize
2. High offering costs
3. Sales restricted for the most part to top of the line advertise

Apple has a restricted conveyance arrange due to the organization's strategy of eliteness. For example, the organization painstakingly chooses approved dealers of its items. This piece of Apple's SWOT examination demonstrates that such a restrictive methodology underpins control over the dissemination of items, yet constrains the organization's market reach. Moreover, in view of the excellent estimating system, Apple has the shortcoming of having the vast majority of its business incomes from the top of the line advertise. This market is made out of clients from the center and high societies. Clients from the lower class, which speaks to the larger part of purchasers in the worldwide market, can't buy Apple items due to the generally high costs. Subsequently, in view of this measurement of Apple's SWOT investigation, the organization's evaluating and dispersion systems force impediments or shortcomings in the business.

9. Company Profile

Apple Inc. is an American international innovation organization headquartered in Cupertino, California, that outlines, creates, and offers shopper hardware, computer programming, and on-line administrations. Its instrumentality things incorporate the iPhone personal organizer, the iPad tablet computer, the Mac PC, the iPod versatile media player, the Apple Watch savvy, and also the Apple TV advanced media player. Apple's vendee programming incorporates the Macintosh OS and iOS operating frameworks, the iTunes media player, the campaign internet program, and also the iLife and iWork originality and gain suites. Its on-line administrations incorporate the iTunes Store, the iOS App Store and waterproof App Store, Apple Music, and iCloud.

Macintosh was established by Steve Jobs, Steve Wozniak, and Ronald Wayne in Gregorian calendar month 1976 to make and supply PCs. It had been consolidated as Apple Laptop, Inc. in January 1977, and was renamed as Apple INC. in January 2007 to mirror its affected concentration toward client hardware. Apple joined the Dow Jones Industrial Average in March 2015.

Apple is that the world's biggest information innovation organization by financial gain, the world's biggest innovation organization by add up to resources, and the world's second-biggest mobile phone maker. In Nov 2014, even so being the most important listed on associate degree open market partnership on the earth by showcase capitalization, Apple was the principal U.S. organization to be reputable at over US\$700 billion. The organization utilizes one hundred 15000 changeless full-time representatives as of July 2015.

10. SWOT Analysis in Apple

Apple iPhone took the planet by storm by its wonderful IOS software and its multi touch options. it had been the primary phone that can be actually known as a “Smart phone”. Having the primary mover advantage, Apple iPhone remains going robust. Here is that the SWOT analysis of Apple iPhone.

11. Strength in the SWOT Analysis in Apple

i) Brand Equity

Apple is one of the top most companies of the world for its brand equity. From the days of Macintosh computers, Apple is known to be a brand with promise. Naturally, being in the leadership position requires that your brand equity be high. The brand Apple is the number 1 valued brand amongst all the companies in the world as of 2016. The brand value in 2015 was estimated to be 118.9 Billion dollars!!

ii) Tag of Innovation

Besides the whole equity, the tag of innovation has continually been applied to Apple. From iPod to iPhone and iPad. Apple has been to blame for several school revolutions. one in all the key strengths of Apple over the years has been its innovative merchandise up. Apple has conferred hit product once hit product and that’s been the key strength of Apple. At first it came with the MacBook, then the iPod, the iPhone, the iPad, the I watch. In short, Apple has lined nearly everything that a personal “desires”

iii) Consumer Loyalty

An Apple loyal client can with pride proclaim before of the total world that he's associate APPLE guy. The complete loyalty of Apple iPhone will be compared with the Harley Davidson complete loyalists. Rather like the HOGS are known to be furious Harley enthusiasts, therefore are the iPhone house owners. Apple forever designs its product with attention on customers whereas keeping their mind within the future. They forever try and imagine the items that even the buyer has not notional nevertheless.

iv) Amazing Software and OS

The IOS which is the working arrangement of Apple iPhone is a regarded versatile stage as a result of its adaptability and speed. The UI is phenomenal, and one you utilize an iPhone, you get dependent on its convenience. The best piece of Apple, and the explanation behind its fabulous image value is its plan and also the innovation it employments. Apple has dependably been smooth and rich in its outline. What's more, in the meantime, underneath this dazzling outline is a machine controlled to give extreme execution. This keeps running on the Mac/OS which is another product known for its effectiveness.

12. Weakness in SWOT ANALYSIS of Apple IPHONE

i) High Price

With such brand equity, you are bound to target the A grade segment itself. But even then, the Apple iPhone is costlier as compared to Samsung phones which offer similar features.

ii) Restrictions on the Phone

There are pointless limitations on the Apple iPhone out of the crate. There is no Bluetooth, expandable memory is missing, and battery is non-removable battery. With such a costly mobile you expect more highlights from the mobile.

iii) No Variety

Apple iPhone configuration is exceptionally steady which is a point. Be that as it may, in the meantime, there is a substantial populace which persistently changes telephones. They don't get the assortment that they anticipate from Apple iPhone. This can be a reason that clients change to different brands. The assortment and highlights offered are high in a brand like Samsung.

iv) No Steve Jobs Anymore

As there is no Steve Jobs anymore it was one of the major weakness for Apple company because many of the apple product consumer buy the product as they were huge fan of Steve Job's work. Due to the death of him the company lost its charisma

13. Opportunities in SWOT Analysis of Apple IPHONE

i) Apple Cars

Normally, with Facebook extending with Instagram, Oculus Rift, WhatsApp and others and Google growing in 10 distinctive ways, Apple needed to discover some new items which Apple could dispatch. Apple is presently focused on Apple Car which should be propelled in 2020. Like some other result of Apple, we can expect extraordinary things from the Apple Car also.

ii) Technological Advancement

In the innovation business, mechanical headway is dependably an opportunity. Also, the one brand we can hope to use innovation to its best is Apple. We can expect much further developed MacBook's, iPhone, iPad and I watch in the coming years.

iii) The Growing Market

Apple is a developing organization in a developing business sector. Similarly imperative to the organization is the rising GDP of creating nations, along these

lines expanding utilization of such premium brands like Apple. Any organization which is developing needs a bigger market base and the market base is gradually being assembled by means of an area extension for Apple.

iv) I Watch and Apple TV

Two products which can increase the presence even further are the Iwatch and Apple TV, both of which are aimed at the future, for when the digital presence increases. Apple Iwatch already has a 50% market share of Smart watches in US.

14. Threats in SWOT Analysis of Apple IPHONE

i) Android

Apple is a developing organization in a developing business sector. Similarly imperative to the organization is the rising GDP of creating nations, along these lines expanding utilization of such premium brands like Apple. Any organization which is developing needs a bigger market base and the market base is gradually being assembled by means of an area extension for Apple.

ii) Samsung

Another risk to Apple iPhone is Samsung with its extensive weapons store of cell phones coming in all shapes and sizes. Samsung had truly demonstrated the world the energy of android telephones and has acquired android OS cameras too. Subsequently Samsung is the greatest contender for Apple iPhone.

iii) Lack of Innovation

Another risk to Apple iPhone is Samsung with its extensive weapons store of cell phones coming in all shapes and sizes. Samsung had truly demonstrated the world the energy of android telephones and has acquired android OS cameras too. Subsequently Samsung is the greatest contender for Apple iPhone.

iv) Threat of Brand Apple Losing its Shine

With no advancement in most recent couple of years, and no Steve jobs, there is a slight danger that the brand Apple may lose its present image value over some undefined time frame. On the off chance that Apple dispatches a solitary creative item in the coming years, of course the brand esteem will go up. However to keep up the brand value, Apple needs to continue sparkling, else it will blur.

15. Suggestions

- Apple needs to decide the purpose of examination for its items.
- Apple organization needs to correct the missteps that were found in the past swot examination.
- Apple must broadens its swot examination.
- The organization must enhance the nature of the swot investigation.

- They ought to incorporate any contemplations of chance cost.
- Certain demonstrated activities must be connected with the signs.
- The Apple organization ought to recognize the assets required to complete the demonstrated activities.
- Each of the passage recorded ought to have a few ramifications for the business.
- The Apple organization swot ought to be distraught more viable.
- Every swot examination should start and end with a lattice such that we could accomplish the full advantage from the investigation, Apple ought to take after this technique.

16. Conclusion

This is a task on the theme "SWOT ANALYSIS" with common reference to the "APPLE" organization.

The above examination contains a point by point prologue to SWOT ANALYSIS, the investigation clarifies about the SWOT ANALYSIS with reference to APPLE organization. This investigation contains inside and out learning on SWOT ANALYSIS. The examination recognizes the employments of SWOT ANALYSIS. The examination assesses profoundly on this subject. In this investigation an examination on the adequacy of SWOT ANALYSIS is finished. The investigation likewise contains proposals to enhance SWOT ANALYSIS aptitudes. The investigation likewise contains the qualities of swot examination, the shortcoming of swot examination, the open doors in swot examination and the dangers in the swot investigation.

Swot examination is a necessary piece of an organization's key arranging process since it gives a decent all-round perspective of the organization's present and forward - looking circumstance. So as to know the organization's development swot investigation should be finished. Swot investigation fills in as an eye opener to the present and future status of the organization. When we break down the quality of an organization we can make utilization of it for the improvement of the organization. In the event that we know the shortcoming of an organization we can work over it and endeavor to amend on the organization's shortcoming. Swot investigation encourages the organization to have a thought on its up and coming openings and its dangers, this additionally help the organization in its own specific manner. The quality and shortcoming segments give a look on current position. The openings and dangers areas enable the organization to extend potential outcomes and difficulties going ahead. Every one of that four areas has particular favorable circumstances to the general investigation.

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