

**Apple Computer – 2011**  
**CASE # 27 ~~Page 262~~ in book**

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**A. Case Abstract**

Apple is a comprehensive strategic management case that includes the company's year-end 2010 financial statements, organizational chart, competitor information and more. The case time setting is the year 2011. Sufficient internal and external data are provided.

Apple's newest iPhone has spurred a revolution in cell phones and mobile computing. Even though founder and CEO Steve Jobs has recently died, Apple continues to innovate its core Mac desktop and laptop computers -- all of which feature its OS X operating system -- including the iMac all-in-one desktop and MacBook portable for the consumer and education markets, and the high-end Mac Pro and MacBook Pro for consumers and professionals involved in design and publishing. Apple has been immensely successful with its digital music players (iPod) and online music store (iTunes). The company's iPad tablet computer could become another revolutionary technological breakthrough. Apple gets more than half of its sales from outside the US.

Complete the following case study questions based upon the case details found on page 262 of your text.

Due by Tuesday of next week.

**B. Vision Statement (proposed)**

**C. Mission Statement (proposed)**

Include some of the items below.

1. Customers
2. Products or services
3. Markets
4. Technology
5. Concern for survival, growth, and profitability
6. Philosophy
7. Self-concept
8. Concern for public image
9. Concern for employees