

Apple Inc.



«Auditing»

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INTRODUCTION

- Apple Inc. is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services.
- Apple was founded by Steve Jobs, Steve Wozniak, and Ronald Wayne in April 1976 to develop and sell personal computers. It was incorporated as Apple Computer, Inc. in January 1977, and was renamed as Apple Inc. in January 2007 to reflect its shifted focus toward consumer electronics. Apple (NASDAQ: AAPL) joined the Dow Jones Industrial Average in March 2015.

Apple's

Fiscal year is October-September 2015

All values USD

Sales

More than 233 B

Net Income

More than 57 B

Cash-Flow of operating activities

More than 81 B

Total Assets

89 B

Operating system and Digital content



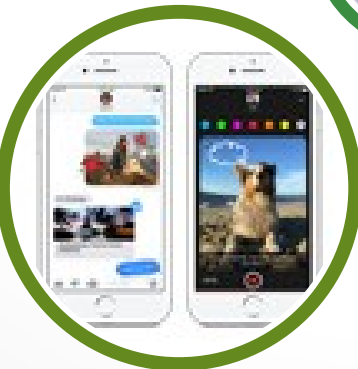
iBook Store



App store



iTunes Store



iOS



OS X

Apple's competitors

Samsung



Nokia

NOKIA

Sony Mobile

XPERIA

Motorola





The smartphone industry is dominated by Apple and Samsung, that took together 88.1 percent of the \$215 billion profit that was generated in this industry over the last six years.

Apple Suppliers

Apple have top 200 suppliers, including component providers and others representing at least 97 percent of procurement expenditures for materials, manufacturing, and assembly of products worldwide in 2015. For example.

1. **3M Co.**
2. **Austria Microsystems (AMS AG)**
3. **Broadway Industrial Group Ltd**
4. **Career Technology (Mfg.) Co. Ltd**
5. **Foxconn Interconnect Technology**
6.

Apple's consumer

- Target audience between age 25-45.
- First focus on middle and upper income individuals.
 - Secondary focus is on students.

Apple Products and Consumer Laws in the United Kingdom

Under consumer laws in the UK, consumers are entitled to a free of charge repair or replacement, discount or refund by the seller, of defective goods or goods which do not conform with the contract of sale. For goods purchased in England or Wales, these rights expire six years from delivery of the goods and for goods purchased in Scotland, these rights expire five years from delivery of the goods.

Apple distribution

- Apple websites will allow the customers to purchase their products like iPods, laptops mobile, directly through the apple online.
- Apple stores many cities have a building store either free-standing or in a shopping mall.
- Large electronics /computer sell apple products in their store as well as online amzon.com also sells most apple products
- By the help of the media and giving advertisement and promotion will attract the buyer to purchase the product

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Apple Store



Apple premium reseller



Apple Online Store

A screenshot of the Apple Online Store homepage. The page features a dark navigation bar at the top with the Apple logo and links to Store, Mac, iPod, iPhone, iPad, iTunes, and Support. Below the navigation bar, there is a search bar and a "Welcome to the Apple Store" message. The main content area displays a grid of product listings, including iPad 2, iPhone 4S, iPod touch, iPod nano, iPod shuffle, iPod classic, Apple TV, MacBook Air, MacBook Pro, Mac mini, iMac, and Mac Pro. Each product listing includes an image, the product name, and the starting price. On the right side, there is a "New to the Store" section listing various accessories and software. At the bottom, there is a promotional banner for express delivery and a "Store Services" section.

Apple's basic business strategy



Aim - Broad market reach

Apple's basic business strategy is broad differentiation. This generic strategy focuses on key features that differentiate the company and its products from competitors. Through the broad differentiation generic strategy, Apple stands out in the market.

Critical Business Processes And Business Strategy



The critical business processes for Apple relating to the business strategy include:

1. innovation
2. supply chain process
3. the research and development process
4. the marketing processes within the company.

Accounting Information And The Critical Business Processes

The accounting information associated with the critical business processes include:



1. The cost of marketing
2. Costs of investment in research and development
3. The sales revenue data on the income statement.

Accounting Methods Vor The Critical Business Processes And Material Misstatement Risk

- Apple uses GAAP to report the accounting information related to the critical business processes.
- GAAP helps in providing the disclosure of the issues and information relating to the significant business processes.
- The risk of material misstatement identifies the potential for errors and adverse reporting of the financial information and data (Apple Annual Report, 2015).

THANK YOU FOR ATTENTION

