**INTRODUCTION**

Apple Inc. is a global company based in America and deals with designing together with marketing of electronics and software’s related to computers. Established in 1976, the company has conquered the world of technology through the provision of products which are highly rated compared to their competitors. Some of the most popular products include; iPod Macintosh line of computers, ipad and the iphone. In any organization there are conditions which determine the organizations growth or failure. In this paper we shall examine the SWOT analysis for Apple Company that is the strengths, weaknesses, opportunities and threats. (Sutherland,2000:12)

**STRENGTHS**

Apple Company has managed to be a step ahead of most of its competitors since it has capitalized on strong marketing strategies of each of their products in comparison to its lead competitors. The marketing team has been well organized manner which ensures that information on their new and existing products have reached the relevant potential consumer effectively. Other strengths of the organization includes the fact that it has been pointed out as the lead innovator in the mobile world, they have a larger base of customer loyalty, they have a history of financial stability where it has record of no single debt, much of its stores are in most places of their potential consumer base and by the fact that the company has managed to over its time of existence to create a very strong brand reputation due to the high quality of the good manufactured.

**WEAKNESSES**

Despite much publicity and highly rated company, Apple has over the times failed in the fact that most of their new products have been found to have some defects mostly due to their failure to be compatible with operating systems which are different. This means that in areas where they are of their own kind in case of a repair or such when it has a defect it becomes very difficult to be repaired. Most apple devices have been found to be very expensive compared to those of their competitor. This leads to a majority of consumers to shy away from them. The company has largely been accused of forcing their customers to upgrade to any new product they launch. Due to launching of new product, the support of the old products is forgotten this forces the consumers to either upgrade or switch to other products which are manufactured and sold by their competitors. Over the recent times, the market share of Apple Company has been on a free downfall which again is a weakness. The others include a decline of the gross margin which is for a long term, recurring infringements and a radical change in the management since the death of Steve jobs. (Apple Computer, Inc. SWOT Analysis)

**OPPORTUNITIES**

Apple Company has better opportunities compared to much of its competitors based on the fact that most of its products are on high demand due to it being based on cloud services. Tablets and smart phones have a very high demand rate compared to other devices provided by the competitors. This gives Apple Company an upper hand in dealing with the market demands. I pad, launch of Itv and iphone 5 have been another growth opportunity which the apple company can develop against its competitors. The company can also establish a very strong development of an advertising market on it mobile devices to beat its competitors hands down. In cases where there have patent infringements instead of losing the customers, the company can develop a habit of incurring damages up to a certain level in order to maintain its old customers as well as having new ones based on the testimonials of the old ones. Apple company also has the chance of coming up as a processor and provider of new applications based on the long time experience in the market. With provision of high quality applications, the company will increase its customer base in comparison to its competitors. (Sutherland,2012:23)

**THREATS**

Despite the high chances of the company’s success due to the massive opportunities available to it, it also faces a number of threats which if not well and early identified might bring t down. Competitor Company Such As Foxconn has been identified as one of the highest paying companies in the technological world. This means that being a competitor; it might poach experts from apple who will therefore cause a down fall of the company. There has had a rapid technological change. If apple will not be able to move as fast as the changes are occurring, then its chances of development will be limited. The company is supposed to identify these changes and advance accordingly. Android as an operating system have been on a rapid growth mission which means that if not well competed with it might take the customers from apple leading to reduced growth. Most technological competitors have find solace in the internet world. This has provided an alternative to consumers when choosing the applications to use. Considering the strength of the dollar most of the consumers might opt for others applications and products instead of the apple products*. (*Apple Computer, Inc. SWOT Analysis)

**CONCLUSION**

The fate of Apple Company is purely based on how well or bad it will handle its SWOT which are exposed to it. If well handled then the company will go to higher heights but if not well handled then it risks its future. Therefore it is the responsibility of its leaders to find out where it can best capitalize on and work to it best for the provision of good products and services to its consumers

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