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A variety of tools were used to evaluate the internal and external environment through SWOT analysis, PESTLE analysis, BCG matrix and Porters five forces model. A critical analysis of Apple was ...

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environment through SWOT analysis, PESTLE analysis, BCG matrix and Porters five forces model. A critical analysis of Apple was done on its corporate governance, corporate social

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Apple business overview from the company's financial report: "The Company designs, manufactures and markets mobile communication and media devices and personal computers, and sells a variety of related software, services, accessories, networking solutions and third-party digital content and applications.

Apple SWOT analysis (5 Key Strengths in 2018) - SM Insight

The Apple SWOT analysis is, therefore, an interesting analysis of how a business can use its strength to tackle the threats from both external and internal environment. While competition from a wide plethora of competitors is one of its most perceptible threats, what kind of indicators can you get from the company's SWOT analysis?

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