



Student's Name

Professor's Name

Course

Date

Apple SWOT Analysis

Apple transformed the tech industry multiple times during its time on the top. It started with its Macintosh and continues to take over the world population with Macbooks, iPhones, and iPads. Now, it's one of the Big Five – and it's the largest tech company by revenue in the world. So, what are the strengths, weaknesses, opportunities, and threats.

Strengths:

- Apple is the most valuable brand in the world: it's worth \$408.25 billion;
- Its tech products have an image of secure, reliable, and revolutionary devices;
- The company's R&D efforts are well-financed and help it remain competitive.

Weaknesses:

- Apple's product line comes at a premium price tag, making it unaffordable for low-income consumers;
- Unfair business practices make the company prone to lawsuits and fines.

Opportunities:

- Consumers' call for green technologies and practices represents an untapped market;



- Apple's services aren't available in multiple developing countries in Africa, Asia, and the Middle East yet.

Threats:

- Right-to-repair and other legislation can force Apple to change its manufacturing and software development;
- The competition in the smartphone and mobile OS industry remains strong.

Personal SWOT Analysis

A personal SWOT matrix is important, there's no denying it. If a person wants to find the right strategy for whatever plan they have. It can make it easy to get through all the possible challenges and gain the opportunities that might present in the future. Here's a matrix for landing an entry-level job in digital marketing.

Strengths:

- You have real-world digital marketing experience thanks to a two-month internship;
- You have a great understanding of social media marketing;
- You're an excellent team player.

Weaknesses:

- You lack experience in PPC marketing;
- You struggle with accepting constructive criticism;
- You have no full-time work experience in the field.



Opportunities:

- More companies hire remote workers, so you're not limited by your location;
- The industry's job-seeker-to-job-opening ratio is below 1:1 (employers compete for candidates);
- There's a free online PPC marketing course you can take.

Threats:

- New regulations may make remote workers more costly for employers;
- The economy is in recession, so marketing agencies may lack clients.

example from [essaypro.com](https://www.essaypro.com)