

# Companies

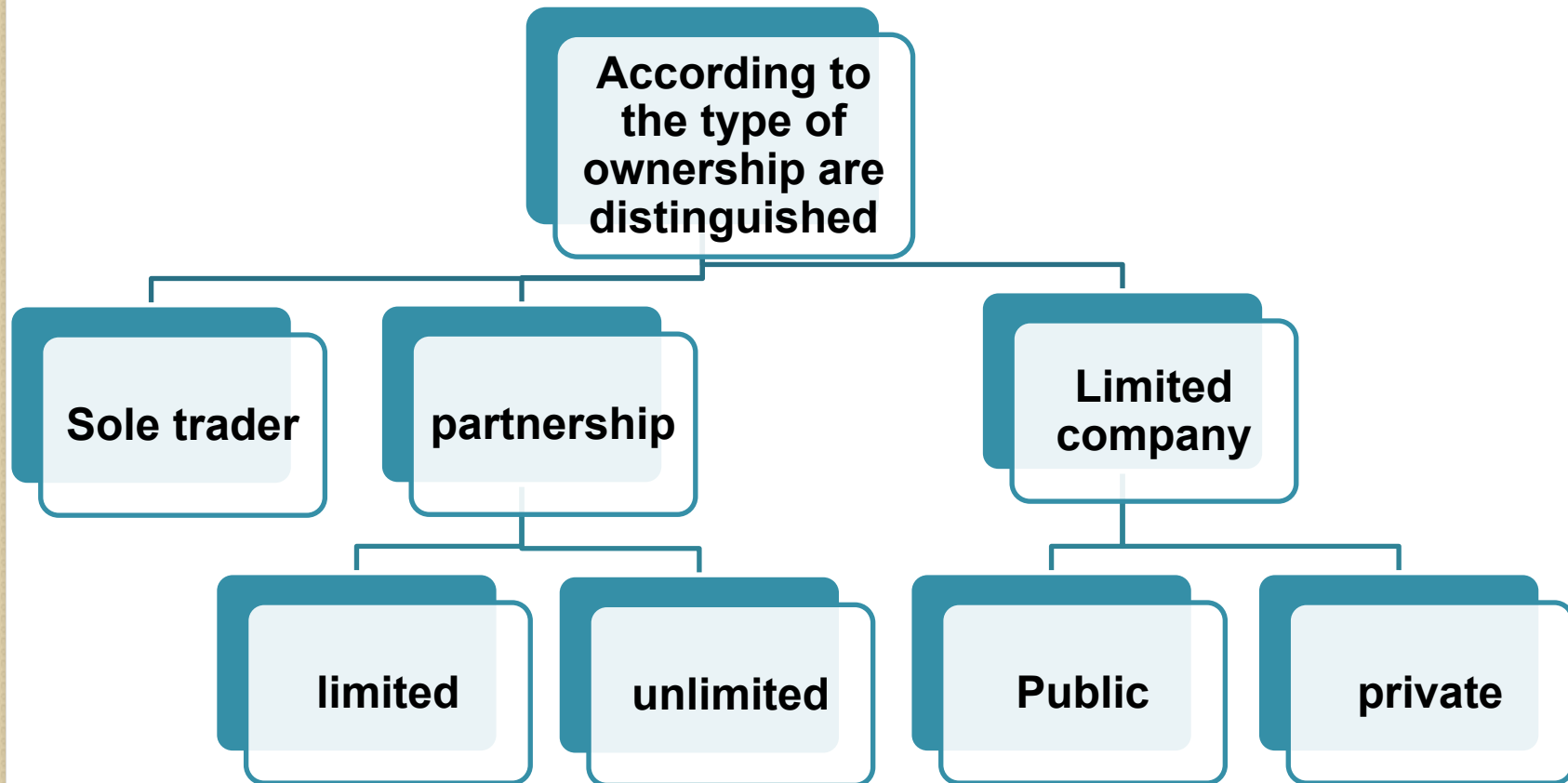


# plan

- Types of companies
- Company structure

# Types of companies

- Company – is a business organization that makes or sells goods or services.



## companies from the point of view of their scope

- *family-owned*
- *self-employed*
- *multinational*

## companies from the point of view of their size

- *small local*
- *middle-sized*
- *big*

## Companies can operate

- *locally*
- *nationally*
- *internationally*

# Company structure

- **In general a company can be:**
  1. Flat
  2. Hierarchical
- **Reasons for choosing the company structure:**
  1. company business;
  2. commitments of the top management;
  3. company size;
  4. number of full-time and part-time workers (freelancers);
  5. office size;
  6. company financial state

# Apple



# Plan

- **About Apple**
- **Products**
- **Reasons for Apple's success**
- **mission**

# About Apple

- Apple is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services. Apple became the first U.S. company to be valued at over US\$700 billion. The company employs 115,000 permanent full-time employees as of July 2015 and maintains 478 retail stores in seventeen countries as of March 2016.





# Products

- Hardware products include the iPhone smartphone, the iPad tablet computer, the Mac personal computer, the iPod portable media player, the Apple Watch smartwatch.



# Reasons for Apple's success

- Apple have a very talented team of young designers. Our distribution system is first class. And we're very creative when advertising and promoting our products.



# mission

- "To provide students, teachers, creative professionals around the world the best personal computers through the use of innovative solutions"

