In the present business environment, most of the business organizations are having multiple divisions. The aggregate growth of the company’s business relies on the sales and growth of individual division and this ultimately determines the business and strategic position of the company. In the following discussion, Apple’s current industry position is examined.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Divisions | Revenues | Profits | Market share position | Industry growth |
|  iphones | Current revenue for Q2, 2015 march is $61.1 million (Golson, 2015). | Profit was increased to 74 million from the last quarter of $61.1 million (Golson, 2015). |  Market share was grown to 26% (Protalinski, 2015). | Sales are expected to grow 49% year over year (Protalinski, 2015). |
| itunes | $ 4.7 billion in Q2 march 2015 (Smith, 2015). |  Profit was reduced from 30 to 25% in the present quarter (Smith, 2015). | Decline in the market share position | Industry growth was declined |
| iPads | Q2, march 2015 $ 12.6 million (Kriel, 2015). | Profit was reduces from $ 16.35 million in Dec 2015 to $ 12.6 million in march 2015 (Team, 2015). | Sales declined from 60% to 26.9 in the present year (Team, 2015). | Growth has been declining over years |
| Mac computers | Current revenue for Q2, march 2015 was $58, 010 million (CSIMarkets.com). | Profit was reduced from $ 74,599 in the Q1 of Dec 2014 to $ 40,000 US in the Q2 of 2015 march (CSIMarkets.com). | Market share was declined to 29.53% in the present quarter (CSIMarkets.com). | Growth was there in the last quarter of 2014 but eventually declined in the present quarter. |

On the basis of the strategic analysis of Apple, the position of the company is determined on the BCG matrix. The depiction of the BCG Matrix is done with the help of below template.

# BCG Matrix

|  |  |
| --- | --- |
| **Low Market Growth High****Stars** | **Question Marks****mac computers****itunes** |
| **Cash Cows****iphones** | **Dogs****ipads** |

**High Market Share Low**

In the above table various divisions of Apple inc. has been analysis along with its current revenue and market share position as well as its industry position and its profit. From the above data it can be interpreted that the sale of Apple inc. has shown increment only in the iPhone category. Other category included its itunes, ipads, and Mac computers sales has been declining over year with the greatest fall in the ipad section.

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