

GALE BUSINESS: INSIGHTS

操作指南
2022



介绍

Gale商业资源中心用一个平台将研究者连接在一起，提供更多机会探讨和解读全球商业话题。我们将极具价值且权威的内容汇集在一个全新平台上，提供多种工具实现更高效和回报的研究体验。

从学生到商业人士，研究者都可以轻松访问这一全球化的数据库，分析复杂的国家和国际商业资讯。

GALE
Business: Insights

Gale
商业资源中心

- 提供丰富的内容访问

不仅是商业数据和文章的集合，还包括案例，互动图表，相关数据，企业、国家和行业概览，研究报告，学术杂志，新闻报道等等

- 探索优化的检索结果

平台界面友好，互动数据图表等工具易于使用，使检索信息方便快捷，数据运用灵活

- 不断延伸的研究之路

不断更新，为研究学者提供最新的参考资讯，根据用户浏览的文章提供更多推荐阅读资源



Interface 登录界面

The screenshot shows the GALE BUSINESS Insights website. At the top, there is a navigation bar with the GALE logo, a search bar, and a sign-in option. Below the search bar, there are several sections: 'Gain Deep Insight on Companies Around the Globe', 'Most Searched Companies', 'Read Top Business Publications', and 'Most Used Publications'. A large yellow arrow points from the bottom right towards the 'Most Used Publications' section.

Library Menu: Gale China English Sign in with Microsoft

GALE

GALE BUSINESS Insights

Search... Advanced Search

Compare Browse Search History Get Link Highlights And Notes

Gain Deep Insight on Companies Around the Globe

Explore the world's companies through expert analysis such as SWOT analyses, financial statements, case studies and articles from academic journals, trade magazines, news outlets and more.

[Browse All Companies](#)

Most Searched Companies

Amazon.com, Inc. Revenue: \$386,064,000 million NASDAQ: AMZN	The Coca-Cola Co. Revenue: \$33,014,000 million NYSE: KO
Apple Inc. Revenue: \$365,817,000 million NASDAQ: AAPL	Nike, Inc. Revenue: \$44,538,000 million NYSE: NKE
Tesla, Inc. Revenue: \$53,823,000 million NASDAQ: TSLA	Netflix, Inc. Revenue: \$24,996,060 million NASDAQ: NFLX
Walmart Inc. Revenue: \$559,151,000 million NYSE: WMT	Target Corporation Revenue: \$93,561,000 million NYSE: TGT
Starbucks Corporation Revenue: \$29,060,600 million NASDAQ: SBUX	Microsoft Corporation Revenue: \$168,088,000 million NASDAQ: MSFT

Read Top Business Publications

Business Insights gives you access to over 4,000 full-text publications including newspapers, trade journals, magazines, and peer-reviewed academic journals.

[Browse All Publications](#)

Most Used Publications

The Economist	ADWEEK	Academy of Management Journal
The New York Times	International Journal of Business and Public Administration	Strategic Finance
The Guardian (London, England)	Academy of Strategic Management Journal	Business World
Journal of the International Academy for Case Studies	Academy of Marketing Studies Journal	The Financial Times
Management Science	Academy of Entrepreneurship Journal	The Times of India

操作界面语言翻译

检索功能区

导航栏
对比图表
浏览资源
检索历史
网页链接
笔记标注

五大类内容链接
企业|出版物|主题|产业|市场

以检索“Apple”为例
关键词检索有联想功能

The screenshot shows the Gale Business Insights website interface. At the top, there is a navigation bar with 'Library Menu: Gale China', 'English', and 'Sign in with Microsoft'. The main header features the 'GALE' logo and 'GALE BUSINESS Insights'. A search bar contains the text 'APPLE' with a magnifying glass icon. Below the search bar, a dropdown menu titled 'Top Suggestions' lists several items:

- Company Profiles
 - APRU Apple Rush Co, Inc.
 - AAPL Apple Inc.
 - MLP Maui Land & Pineapple Company, Inc.
 - APDN Applied DNA Sciences, Inc.
 - APLT Applied Therapeutics, Inc.
- Industry Profiles
 - (111331) Apple Orchards
 - (423620) Household Appliances, Electric Housewares,

Below the suggestions, there is a brief description: 'Explore the world's companies through expert analysis such as SWOT analyses, financial statements, case studies and articles from academic journals, trade magazines, news outlets and more.' A blue button labeled 'Browse All Companies' is positioned below this text.

To the right of the suggestions, the text 'the' is partially visible. Below this, the 'Most Searched Companies' section lists several companies with their revenue and stock exchange information:

Company Name	Revenue	Stock Exchange
Amazon.com, Inc.	\$386,064,000 million	NASDAQ: AMZN
Apple Inc.	\$365,817,000 million	NASDAQ: AAPL
Tesla, Inc.	\$53,823,000 million	NASDAQ: TSLA
Walmart Inc.	\$559,151,000 million	NYSE: WMT
Starbucks Corporation	\$29,060,600 million	NASDAQ: SBUX
The Coca-Cola Co.	\$33,014,000 million	NYSE: KO
Nike, Inc.	\$44,538,000 million	NYSE: NKE
Netflix, Inc.	\$24,996,060 million	NASDAQ: NFLX
Target Corporation	\$93,561,000 million	NYSE: TGT
Microsoft Corporation	\$168,088,000 million	NASDAQ: MSFT

At the bottom right of the page, there are navigation icons for 'Compare', 'Browse', 'Search History', 'Get Link', and 'Highlights And Notes'.

Result 检索结果

Apple Inc.

Company Profile

Website: apple.com | 2021 Revenue (US\$ million): \$365,817.0

Company Hierarchy

18 Subsidiaries | Headquarters: Cupertino, CA | Country/Territory: USA

Company Overview

Manufacturer of mobile communication and media devices, personal computers, portable, and wearable devices. The company also offers related software, services, accessories, networking solutions, and third-party digital content and applications. It offers various consumer and professional software applications and operating systems. The company's business operations span the United States, Europe, the Middle East, and Asia.

SWOT Analysis

Strength (S)	Weakness (W)
Opportunity (O)	Threat (T)

Financial Performance

2022 Balance Sheet (Full Balance Sheet in US\$ million)

Total Assets	\$322,792.0
Financial Assets & Shareholders' Equity	\$262,769.0

2022 Cash Flow (Full Cash Flow Statement in US\$ million)

Net Cash - Beginning Balance	\$1,050,000.0
Net Cash - Ending Balance	\$2,977.0

2022 Income (Full Income Statement in US\$ million)

Total Revenue	\$365,817.0
Cost of Revenue	\$233,868.0
Gross Profit	\$131,949.0

Financial Performance Over Time (Select Company Total in US\$ million)

Bar chart showing revenue from 2017 to 2022.

Competitors

Microsoft Corporation, Dell Technologies Inc., Samsung Group.

Company Articles

Market Share / Rankings, Academic Journal Articles, Market Research Reports, Trade Journal Articles.

检索结果一目了然
行业与国家地区同
样具有主页

Apple Inc.

Company Profile

Website: apple.com | 2021 Revenue (US\$ million): \$365,817.0

Employees: 154,000

Company Hierarchy

18 Subsidiaries | Headquarters: Cupertino, CA | Country/Territory: USA

Company Type

Public (AAPL) | NASDAQ

SWOT Analysis

Internal	Strength (S)	Weakness (W)
External	Opportunity (O)	Threat (T)

Company Overview

Manufacturer of mobile communication and media devices, personal computers, portable, and wearable devices. The company also offers related software, services, accessories, networking solutions, and third-party digital content and applications. It offers various consumer and professional software applications and operating systems. The company's business operations span the United States, Europe, the Middle East, and Asia.

SWOT Analysis

The primary objective of a SWOT analysis is to help develop a full awareness of all the factors influencing business strategy and decisions.

Read full SWOT analysis



企业档案
相关文献

Company Articles

Search within results

All Content Types

- Market Share / Rankings
- Case Studies
- Academic Journal Articles
- Magazine Articles
- Associations
- Market Research Reports
- News
- Trade Journal Articles
- Reference

ACADEMIC JOURNAL ARTICLES (319)

MARKET RESEARCH REPORTS (120)

The top 30

Author: Christopher DeJorge, Michael Barbella, and Nikki Ariewsmith
From: Medical Product Outsourcing (Vol. 10, Issue 6)
July-August 2012 24,864 words **Cover story** 1330L

The word "normal" is a relative term. Civilized societies have used it for centuries to describe any type of activity, behavior, emotion, habit or trait that its members deem common or appropriate. Normal has no...

Extended Producer Responsibility for Durable Products.

Author: Isil Alev, Vishal V. Agrawal, and Atalay Atasu
From: Manufacturing & Service Operations Management (Vol. 22, Issue 2) Peer-Reviewed
March-April 2020 14,642 words **Article** 1580L

Citation Only

Global - Online Retail.

From: Global Online Retail
2021 12,547 words **Industry overview** 1460L

MarketDefinition The online retail market includes all sales within Clothing & Footwear, Electricals, Food & Grocery, Health & Beauty, Home and Other (Books, News & Stationery, Jewelry & Watches, Luggage & Leather...

North America - Online Retail

From: Online Retail in North America
Nov. 29, 2018 8,328 words **Industry overview** 1450L

MarketDefinition The Online retail market includes all sales within each category listed below, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is...

Company Profile 公司专题页

Apple Inc.
apple.com

2021 Revenue (US\$ million)
\$365,817.0

Employees
154,000

Company Hierarchy
18 Subsidiaries

Headquarters
Cupertino, CA

Country/Territory
USA

Website
apple.com

Social Media
Facebook, Twitter, LinkedIn, YouTube

Company Overview
Manufacturer of mobile communication and media devices, personal computers, portable, and wearable devices. The company also offers related software, services, accessories, networking solutions, and third-party digital content and applications. It offers various consumer and professional software applications and operating systems. The company's business operations span the United States, Europe, the Middle East, and Asia.

SWOT Analysis
The primary objective of a SWOT analysis is to help develop a full awareness of all the factors influencing business strategy and decisions.

Helpful	Harmful
S Strength	W Weakness
O Opportunity	T Threat

Apple Inc.

Company Profile

Website
apple.com

Social Media
Facebook, Twitter, LinkedIn, YouTube

2021 Revenue (US\$ million)
\$365,817.0

Employees
154,000

Company Hierarchy
18 Subsidiaries

Company Type
Public (AAPL)
NASDAQ

Headquarters
Cupertino, CA

Chief Executive Officer
Tim Cook

Country/Territory
USA

Founded
1976

Company Overview

Manufacturer of mobile communication and media devices, personal computers, portable, and wearable devices. The company also offers related software, services, accessories, networking solutions, and third-party digital content and applications. It offers various consumer and professional software applications and operating systems. The company's business operations span the United States, Europe, the Middle East, and Asia.

In-depth Articles

Company History
Chronology

Company Details

Brands
Leadership

Brand Name	Brand Type
AppleWorks	Computer software publishers - prepackaged
Mac mini	Computers
	Computer software publishers - prepackaged
	Computer software publishers - prepackaged
	Computer software publishers - prepackaged
	Computer software publishers - prepackaged
macOS	Computer software publishers - prepackaged
FireWire	Computer software publishers - prepackaged

- Leadership**
- Katherine Adams - Senior Vice President, General Counsel
 - Tim Cook - Chief Executive Officer
 - Eddy Cue - Senior Vice President, Services
 - Craig Federighi - Senior Vice President, Software Engineering
 - Isabel Ge Mahe - Vice President, Managing Director, Greater China
 - John Giannandrea - Senior Vice President, Machine Learning and AI Strategy
 - Kristin Huguet Quayle - Vice President, Communications
 - Lisa Jackson - Vice President, Environment, Policy and Social Initiatives
 - Greg Joswiak - Senior Vice President, Marketing
 - Sabih Khan - Senior Vice President, Operations
 - Arthur D. Levinson - Chairman of the Board

SWOT Analysis

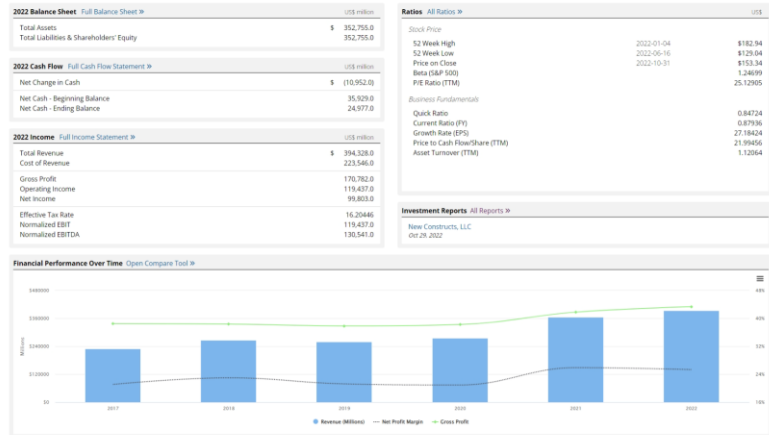
The primary objective of a SWOT analysis is to help develop a full awareness of all the factors influencing business strategy and decisions.

[Read full SWOT analysis](#)

	Helpful	Harmful
Internal	S Strength	W Weakness
External	O Opportunity	T Threat

SWOT报告

企业历史



Competitors

Company Name	Revenue (US\$ million)
Microsoft Corporation	\$168,088.0 M
Dell Technologies Inc.	\$92,154.0 M
Samsung Group	

Industry
Primary industry bold and highlighted in blue with related industries surrounding

33: Manufacturing

- 3341: Computer and Peripheral Equipment Manufacturing
- 334111: Electronic Computer Manufacturing
- 334112: Computer Storage Device Manufacturing
- 334118: Computer Terminal and Other Computer Peripheral Equipment Manufacturing

View company's secondary industries

Industry Classification
Public companies self-identify their primary industry using the North American Industry Classification System (NAICS). They may also identify secondary industries, often unrelated to the primary. Because they are self-identified, competitors often have different primary industries.

Apple Inc.

Editor: Drew D. Johnson
Date: 2021

From: International Directory of Company Histories (Vol. 238.)
Publisher: Gale, part of Cengage Group

Document Type: Company overview
Length: 5,002 words

Company Perspectives

Think different.

One of the most dominant technology companies of the 21st century, Apple Inc. designs, manufactures, and markets smartphones, personal computers, tablets, wearables, and accessories. In addition to the subscription-based services Apple Arcade for games, Apple Music for on-demand radio, Apple News+ for news and magazines, Apple Fitness+ for personalized health monitoring, and Apple TV+ for original television content, the company operates a variety of platforms, including the popular App Store, that allow consumers to download applications and digital content, such as books, games, music, podcasts, and videos. Apple also offers cloud storage services; Apple Pay, a cashless payment service; and Apple Card, a credit card issued by Goldman Sachs. The world's first public company to be worth \$1 trillion, Apple is the world's most valuable brand.

Origins: 1976

Apple was founded in April 1976 by Steve Jobs, then 21 years old, and Steve Wozniak, 26, both college dropouts. Their legendary partnership had begun several years earlier when Wozniak, a talented, self-taught electronics engineer, started building boxes that allowed him to make free long-distance phone calls. The two friends sold several hundred of those boxes.

In 1976 Wozniak was working on another box, the Apple I computer, without keyboard or power supply, for a computer hobbyist club. Jobs and Wozniak sold their most valuable possessions, a van and two calculators, raising \$1,300 to start Apple Computer. A local retailer ordered 50 of the computers, which were built in Jobs's garage. They eventually sold 200 to computer hobbyists in the San Francisco Bay area for \$666 each. Later that summer Wozniak began work on the Apple II, a machine designed to appeal to a wider market than computer hobbyists. Jobs had local computer enthusiasts, many of them still in high school, to assemble circuit boards and design software. Early microcomputers had typically been housed in metal boxes. With the general consumer in mind, Jobs planned to house the Apple II in a more attractive modular beige plastic container.

Apple Inc.

Date: 2021

From: Global Markets Direct SWOT Reports
Publisher: GlobalData Ltd.

Document Type: SWOT analysis report

EXPLORE

More Like This

THE DOWNSIDES OF STOCK BUYBACKS: Long-term use of stock buybacks can result in negative... Strategic Finance, Sept. 2022.

Research and Markets Offers Report: Global Music Production Software Market. Entertainment Close-up, July 3, 2022.

AS DROPS FROM THE TREE. Strategic Finance, July 2022.

[View All Related Articles](#)

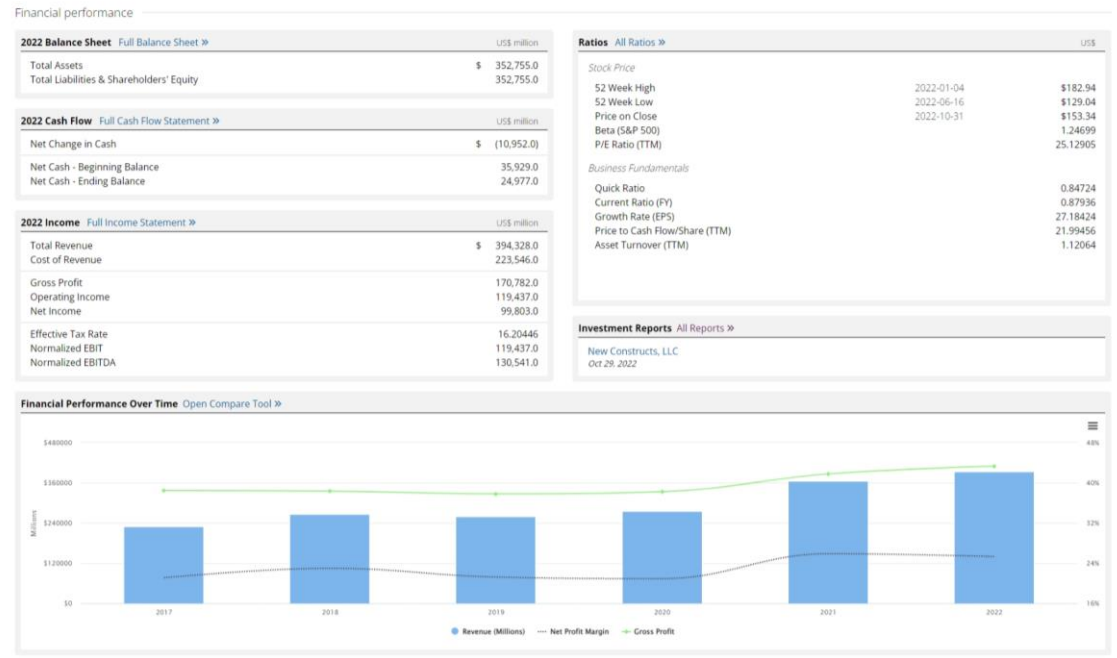
Related Subjects

- Apple Inc.
- Digital audio equipment
- Wireless communications
- Computer industry

Financial performance 财务

财务数据和金融数据

损益表、资产负债表和现金流量表以及比率和可视化图表



Balance Sheet

A Balance Sheet is the financial position of a business listing the assets, liabilities, and owner's equity. In other words, the balance sheet illustrates a business's net worth. The assets should always equal the total liabilities plus owners' equity.

Reporting Basis	2022 Apple Inc.	2021 Apple Inc.	2020 Apple Inc.
Annuals	US\$ million		US\$ million
Reporting Period	US\$ million		US\$ million
Past Three	US\$ million		US\$ million
Compare with Company	US\$ million		US\$ million
Add by name or ticker symbol	US\$ million		US\$ million
Options	US\$ million		US\$ million
Show all metrics	US\$ million		US\$ million
Download Data	US\$ million		US\$ million
Key Metrics	US\$ million		US\$ million
Total Assets	\$ 352,755.0	\$ 351,002.0	\$ 323,888.0
Total Liabilities & Shareholders' Equity	\$ 352,755.0	\$ 351,002.0	\$ 323,888.0
Assets	US\$ million		US\$ million
Current Assets	\$ 135,405.0	\$ 134,836.0	\$ 143,713.0
Total Inventory	4,946.0	6,580.0	4,061.0
Prepaid Expenses	-	-	-
Total Receivables, Net	60,932.0	51,506.0	37,445.0
Cash and Short Term Investments	48,304.0	62,639.0	90,943.0
Other Current Assets, Total	21,223.0	14,111.0	11,264.0
Fixed assets	\$ 52,534.0	\$ 49,527.0	\$ 45,336.0
Construction in Progress - Gross	-	-	-
Accumulated Depreciation, Total	(72,340.0)	(70,283.0)	(66,760.0)
Land/Improvements - Gross	22,126.0	20,041.0	17,952.0
Machinery/Equipment - Gross	81,060.0	78,659.0	75,291.0
Natural Resources - Gross	-	-	-
Other Property/Plant/Equipment - Gross	10,417.0	10,087.0	8,570.0
Buildings - Gross	11,271.0	11,023.0	10,283.0
Leases - Gross	-	-	-
Intangible assets	US\$ million		US\$ million
Goodwill, Net	-	-	-
Intangibles, Net	-	-	-
Note Receivable - Long Term	-	-	-
Long Term Investments	120,805.0	127,877.0	100,887.0
Other Long Term Assets, Total	44,011.0	38,762.0	33,952.0
TOTAL ASSETS	\$ 352,755.0	\$ 351,002.0	\$ 323,888.0
Liabilities and Owners' Equity	US\$ million		US\$ million
Total Current Liabilities	\$ 153,982.0	\$ 125,481.0	\$ 105,392.0
Accrued Expenses	1,534.0	1,449.0	1,436.0
Accounts Payable	64,115.0	54,763.0	42,296.0
Current Port. of LT Debt/Capital Leases	11,257.0	9,692.0	8,797.0
Payable/Accrued	-	-	-
Notes Payable/Short Term Debt	9,982.0	6,000.0	4,996.0
Other Current liabilities, Total	67,094.0	53,577.0	47,867.0
Long-term liabilities	US\$ million		US\$ million
Minority Interest	-	-	-
Total Long Term Debt	99,771.0	109,875.0	99,304.0
Deferred Income Tax	-	-	-
Other Liabilities, Total	48,330.0	52,556.0	53,853.0
Total Equity	\$ 50,672.0	\$ 63,090.0	\$ 65,339.0
ESOP Debt Guarantee	-	-	-
Additional Paid-In Capital	-	-	-
Retained Earnings (Accumulated Deficit)	(3,068.0)	5,562.0	14,966.0
Treasury Stock - Common	-	-	-
Unrealized Gain (Loss)	-	-	-
Common Stock, Total	64,849.0	57,365.0	50,779.0
Other Equity, Total	(11,109.0)	163.0	(2,252.0)
Preferred Stock - Non Redeemable, Net	-	-	-
TOTAL LIABILITIES & SHAREHOLDERS' EQUITY	\$ 352,755.0	\$ 351,002.0	\$ 323,888.0
Period End Date:	2022-09-24	2021-09-25	2020-09-26
Period Length:	-	-	-
Update Type:	Updated Normal	Updated Normal	Updated Normal
Update Date:	2022-09-24	2021-09-25	2020-09-26
Source:	10-K	10-K	10-K
Source Date:	2022-10-28	2021-10-29	2020-10-30
Original Announcement Date:	2022-10-27T20:35:46	2021-10-28T20:32:01	2020-10-16T00:00:00
Complete Statement:	Complete	Complete	Complete
Consolidated:	Yes	Yes	Yes
Auditor Code:	EV	EV	EV

Other type of content

投资分析和报告

AAPL **APPLE INC**
(NASDAQ STOCK EXCHANGE GLOBAL SELECT MARKET)

Date: 28 October 2022 Sector: Technology Industry: Phones & Handheld Devices

Business Summary

Apple Inc. (Apple) designs, manufactures and markets smartphones, personal computers, tablets, wearables and accessories and sells a range of related services. The Company's products include iPhone, Mac, iPad, AirPods, Apple TV, Apple Watch, Beats products, HomePod, iPod touch and accessories. The Company operates various platforms, including the App Store, which allows customers to discover and download applications and digital content, such as books, music, video, games and podcasts. Apple offers digital content through subscription-based services, including Apple Arcade, Apple Music, Apple News+, Apple TV+ and Apple Fitness+. Apple also offers a range of other services, such as AppleCare, iCloud, Apple Card and Apple Pay. Apple sells its products and resells third-party products in a range of markets, including directly to consumers, small and mid-sized businesses, and education, enterprise and government customers through its retail and online stores and its direct sales force.

Share Performance

Price (\$): 144.80 52 Week High: 182.94 Currency: USD
 Volume (millions): 83.4 52 Week Low: 129.04

■ AAPLOQ

Financial Summary

BRIEF: For the 39 weeks ended 25 June 2022, Apple Inc revenues increased 8% to \$304.18B. Net income increased 7% to \$79.08B. Revenues reflect Americas segment increase of 11% to \$129.85B. Greater China segment increase of 9% to \$58.73B, Europe segment increase of 6% to \$72.32B. Net income was partially offset by Corporate segment loss increase of 19% to \$24.91B, Japan segment income decrease of 7% to \$9.26B.

Valuation Ratios	Value	Per Share Data	Value
Price/Earnings (TTM)	23.73	Earnings (TTM)	6.10
Price/Sales (TTM)	5.90	Sales (TTM)	24.15
Price/Book (MRQ)	43.56	Book Value (MRQ)	3.18
Price/Cashflow (TTM)	20.98	Cash Flow (TTM)	6.79
		Cash (MRQ)	3.03

Profitability Ratios (%)	Value	Management Effectiveness (%)	Value
Gross Margin (TTM)	43.31	Return on Equity (TTM)	175.46
Operating Margin (TTM)	30.29	Return on Assets (TTM)	28.36
Net Profit Margin (TTM)	25.31	Return on Investment (TTM)	47.04

Financial Strength	Value	Dividend Information	Value
Quick Ratio (MRQ)	0.85	Dividend Yield (%)	0.64
Current Ratio (MRQ)	0.88	Dividend per Share (MRQ)	0.23
LT Debt/Equity (MRQ)	1.95	Payout Ratio (MRQ)	17.70
Total Debt/Equity (MRQ)	2.37		

TTM: Trailing Twelve Months; MRQ: Most Recent Quarter; MRL: Most Recent Interim
 Latest fiscal year: 2021; Most recent quarter: 3; Fiscal year end month: September;
 All Ratios are calculated for the latest fiscal year end unless otherwise indicated.
 Data Source: Reuters Fundamentals

Apple Inc
 One Apple Park Way
 CUPERTINO
 CA 95014
 United States

https://www.apple.com/

P/E: 23.73
 Employees: 154,000
 Market Cap: 2,327,045.00
 Shares Outstanding: 16,070.75
 Float: 16,186.67

Sales

Income

Earnings per Share

Dividends per Share

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U.S. Securities and Exchange Commission

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Filing Detail

SEC Home » Search the Next-Generation EDGAR System » Company Search » Current Page

Form 10-K - Annual report [Section 13 and 15(d), not S-K Item 405] SEC Accession No. 0000320193-22-000108

Filing Date: 2022-10-28 Period of Report: 2022-09-24
 Accepted: 2022-10-27 18:01:14
 Documents: 88
[Interactive D3](#)

Document Format Files

Seq	Description	Document	Type	Size
1	10-K	aapl-20220924.htm XBRL	10-K	2049857
2	EX-4.1	a10-kexhibit4109242022.htm	EX-4.1	124132
3	EX-21.1	a10-kexhibit21109242022.htm	EX-21.1	11827
4	EX-23.1	a10-kexhibit23109242022.htm	EX-23.1	6073
5	EX-31.1	a10-kexhibit31109242022.htm	EX-31.1	10609
6	EX-31.2	a10-kexhibit31209242022.htm	EX-31.2	10645
7	EX-32.1	a10-kexhibit32109242022.htm	EX-32.1	8458
13		aapl-20220924_g1.jpg	GRAPHIC	10963
14		aapl-20220924_g2.jpg	GRAPHIC	165673
	Complete submission text file	0000320193-22-000108.txt		16333366

Data Files

Seq	Description	Document
8	XBRL TAXONOMY EXTENSION SCHEMA DOCUMENT	aapl-20220924.xsd
9	XBRL TAXONOMY EXTENSION CALCULATION LINKBASE DOCUMENT	aapl-20220924_cal.xml
10	XBRL TAXONOMY EXTENSION DEFINITION LINKBASE DOCUMENT	aapl-20220924_def.xml
11	XBRL TAXONOMY EXTENSION LABEL LINKBASE DOCUMENT	aapl-20220924_lab.xml
12	XBRL TAXONOMY EXTENSION PRESENTATION LINKBASE DOCUMENT	aapl-20220924_pre.xml
82	EXTRACTED XBRL INSTANCE DOCUMENT	aapl-20220924.htm.xml

Apple Inc. (Filer) CIK: 0000320193 (see all company filings)
 IRS No. 942404110 | State of Incorp. CA | Fiscal Year End 0924
 Type: 10-K | Act. 34 | File No. 001-38743 | Film No. 221338448
 SIC: 3571 Electronic Computers
 Office of Technology

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

FORM 8-K
 CURRENT REPORT
 Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934

October 27, 2022
Date of Report (Date of earliest event reported)

Apple Inc.
(Exact name of Registrant as specified in its charter)

California 00138743 012964110
(State or other jurisdiction of incorporation) (Commission File Number) (I.R.S. Employer Identification No.)

One Apple Park Way
 Cupertino, California 95014
(Address of principal executive offices) (Zip Code)

(408) 996-1910
(Registrant's telephone number, including area code)

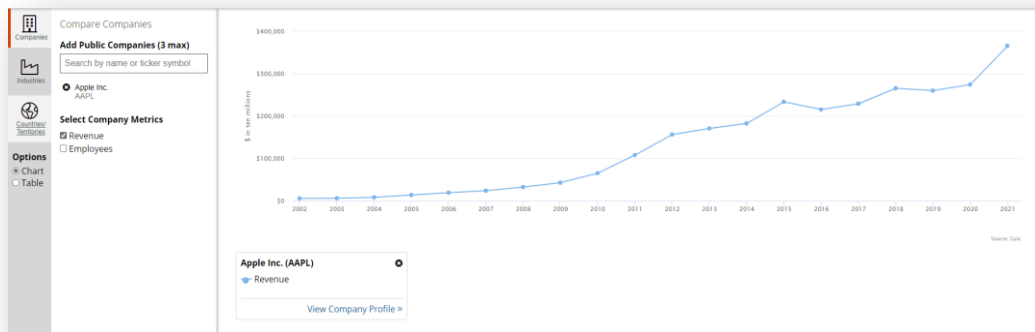
Not applicable
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the Registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 144-12 under the Exchange Act (17 CFR 240.144-12)
- Pre-commencement communications pursuant to Rule 140-2(b) under the Exchange Act (17 CFR 240.140-2(b))

Financial Performance Over Time

互动图表

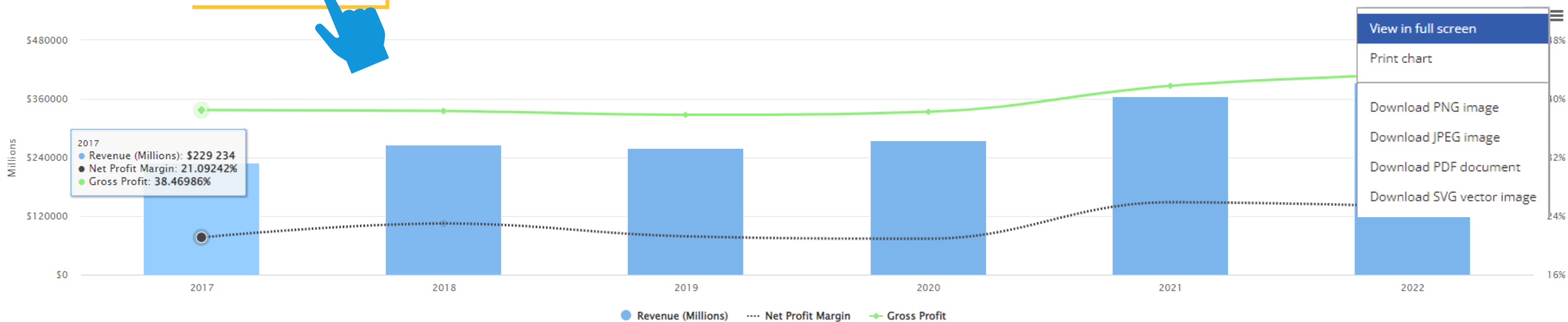


互动图表

可查看下载表格形式，筛选对比项目

点击跳转更多对比工具

Financial Performance Over Time [Open Compare Tool >>](#)



Competitors

竞争对手

Competitors

Company Name	Revenue (US\$ million) ^①
Microsoft Corporation	\$168,088.0 M
Dell Technologies Inc.	\$92,154.0 M
Samsung Group	-

Compare Companies

334220: Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing
334290: Other Communications Equipment Manufacturing
334118: Computer Terminal and Other Computer Peripheral Equipment Manufacturing
423690: Other Electronic Parts and Equipment Merchant Wholesalers
423430: Computer and Computer Peripheral Equipment and Software Merchant

Close

企业相关行业

行业信息与行业分类查找

Industry

Primary Industry bold and highlighted in blue with related industries surrounding

33: Manufacturing

3341: Computer and Peripheral Equipment Manufacturing

334111: **Electronic Computer Manufacturing**

334112: Computer Storage Device Manufacturing

334118: Computer Terminal and Other Computer Peripheral Equipment Manufacturing

View company's secondary industries >>

Industry Classification

Public companies self-identify their primary industry using the North American Industry Classification System (NAICS). They may also identify secondary industries, often unrelated to the primary. Because they are self-identified, competitors often have different primary industries.

Browse All Industries

Industries

Industries come from the North American Industry Classification System (NAICS). NAICS is used by the United States, Canada, and Mexico to classify businesses by industry. Any company doing business in North America self-assigns themselves one of the six-digit NAICS codes based on the major business activities.

Filter by name or 6-digit NAICS code

11: Agriculture, Forestry, Fishing and Hunting

21: Mining

The Mining, Quarrying, and Oil and Gas Extraction sector comprises establishments that extract naturally occurring mineral solids, such as coal and ores; liquid minerals, such as crude petroleum; and gases, such as natural gas. The term mining is used in the broad sense to include quarrying, well operations, beneficiating (e.g., crushing, screening, washing, and flotation), and other preparation customarily performed at the mine site, or as a part of mining activity. The Mining, Quarrying, and Oil and Gas Extraction sector distinguishes two basic activities: mine operation and mining support activities.

2111: Oil and Gas Extraction

211120: Crude Petroleum Extraction

211130: Natural Gas Extraction

2121: Coal Mining

2122: Metal Ore Mining

2123: Nonmetallic Mineral Mining and Quarrying

2131: Support Activities for Mining

22: Utilities

23: Construction

Competitors 互动图表

Companies

Compare Companies

Add Public Companies (3 max)

Search by name or ticker symbol

Maximum of 3 companies have been added

- Apple Inc. AAPL
- Xiaomi Inc.
- Sony Group Corporation 67580

Select Company Metrics

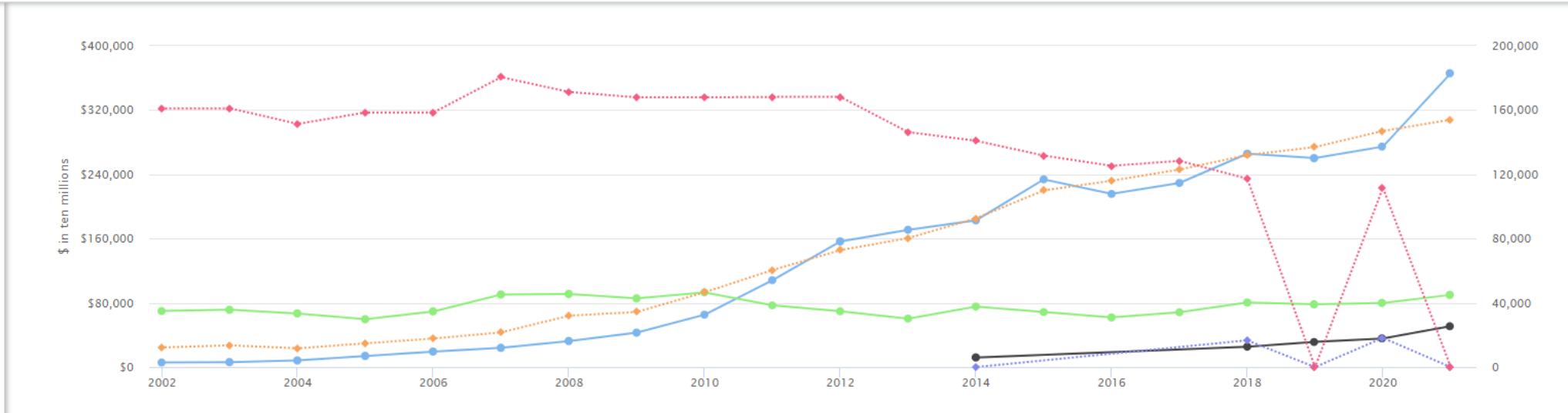
Revenue

Employees

Options

Chart

Table



Source: Gale.

Compare Industries

Add Industries (3 max)

Search by Industry or NAICS code

Select Industry Metrics

Revenue

Number of Companies

Employees

Compare Countries/Territories

Add Countries/Territories (3 max)

Search by name or code

[Profile >>](#)

Select Country/Territory Metrics

- Gross Domestic Product (GDP)
- Gross National Income (GNI)
- Unemployment Rate
- Population
- Population Growth
- GDP Growth (annual %)
- GDP per Capita
- GNI per Capita (Atlas method)
- Imports (Goods/Services as % GDP)
- Exports (Goods/Services as % GDP)

Apple Inc. (AAPL)

Revenue

Employees

[View Company Profile >>](#)

Xiaomi Inc.

Employees

Revenue

[View Company Profile >>](#)

Sony Group Corporation (67580)

Employees

Revenue

[View Company Profile >>](#)

企业图表对比|行业对比|国家与地区对比
可同时对三个对象
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Articles


学术期刊文章
市场研究报告

贸易杂志文章
市场份额/排名

杂志文章
新闻


参考
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协会

 Company Articles

Search within results



 **All Content Types**

 Market Share / Rankings

 Case Studies

 Academic Journal Articles

 Magazine Articles

 Associations

 Market Research Reports

 News

 Trade Journal Articles

 Reference

结果类型统计
已选择的内容分类

 ACADEMIC JOURNAL ARTICLES (319)

The top 30

Authors: Christopher Delporte, Michael Barbella, and Niki Arrowsmith


From: Medical Product Outsourcing (Vol. 10, Issue 6)

July-August 2012 24,864 words Cover story 1530L


The word "normal" is a relative term. Civilized societies have used it for centuries to describe any type of activity, behavior, emotion, habit or trait that its members deem common or appropriate. Normal has no...

Extended Producer Responsibility for Durable Products.

Authors: Isil Alev, Vishal V. Agrawal, and Atalay Atasu

From: Manufacturing & Service Operations Management (Vol. 22, Issue 2)  Peer-Reviewed

March-April 2020 14,642 words Article 1580L


 Citation Only


Trade-in Remanufacturing, Customer Purchasing Behavior, and Government Policy.

Authors: Fuqiang Zhang and Renyu Zhang

From: Manufacturing & Service Operations Management (Vol. 20, Issue 4)  Peer-Reviewed

Fall 2018 12,589 words Article 1530L

 Citation Only

 MARKET RESEARCH REPORTS (120)

Global - Online Retail.

From: Global Online Retail

2021 12,547 words Industry overview 1460L

MarketDefinition The online retail market includes all sales within Clothing & Footwear, Electricals, Food & Grocery, Health & Beauty, Home and Other (Books, News & Stationery, Jewelry & Watches, Luggage & Leather...

North America - Online Retail

From: Online Retail in North America

Nov. 29, 2018 8,328 words Industry overview 1450L

MarketDefinition The Online retail market includes all sales within each category listed below, provided they take place over the internet, where the payment does not occur in-store on a later occasion. Data is...

United States - Consumer Electronics.

From: Consumer Electronics in the United States

2018 7,502 words Industry overview 1400L

MarketDefinition The Electrical and Electronics Retail market is comprised of the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic...

Articles

GALE BUSINESS Insights

Apple Inc. Advanced Search

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- Magazine Articles (14,655)
- Associations (2)
- Market Research Reports (120)
- News (222,453)
- Trade Journal Articles (31,577)
- Reference (181)

321 ACADEMIC JOURNAL ARTICLES Sort by: Relevance

Search Terms: Basic Search: Apple Inc. Revise Search

The top 30

Authors: Christopher Delporte, Michael Barbella, and Niki Arrowsmith
From: Medical Product Outsourcing (Vol. 10, Issue 6)
July-August 2012 24,864 words Cover story 1530L

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切换显示

Apple, Inc., the UAE, and Joplin, Missouri: An Ethical Opportunity?



Authors: Christine Kuglin, Rick L. Crosser and Jenna J. Haynes
Date: Annual 2017

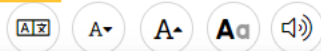


From: Journal of Critical Incidents (Vol. 10)
Publisher: Society for Case Research



Document Type: Case study
Length: 2,340 words
Lexile Measure: 1260L

翻译文本



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Alterra Mountain Company Updates on Social Responsibility Commitment. Health & Beauty Close-Up, Aug. 25, 2022.

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- Apple Inc.

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相关主题等

阿联酋苹果公司和密苏里州乔普林：道德机遇？

Authors: Christine Kuglin, Rick L. Crosser and Jenna J. Haynes
Date: Annual 2017

From: Journal of Critical Incidents (Vol. 10)
Publisher: Society for Case Research

Document Type: Case study
Length: 2,340 words
Lexile Measure: 1260L

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摘要的:

本教学笔记由作者撰写，旨在用作课堂讨论的基础。这里代表的观点是那些作者的观点，并不一定反映协会的观点。案例研究。这些观点基于专业判断。

重大事件概述

2011年5月22日，一场龙卷风摧毁了乔普林的大部分地区。密苏里州，乔普林龙卷风是自现代以来美国最致命的龙卷风。国家气象局于1950年开始保存记录。六所学校，包括全市唯一的高中，都被毁了。保险会 道德新建筑的建设，但不会取代教科书或电脑。乔普林广泛使用苹果电脑来教育他们的学生。因此，学校官员要求 Apple, Inc. 专门协助他们购买新的 Mac 来帮助他们被毁坏的电脑。苹果公司，拒绝给予乔普林学区额外的援助。但是，那 阿联酋酋长酋长酋长 (UAE) 介入并向乔普林捐赠 500,000 美元以及 500,000 美元的匹配捐款，以便学区可以购买 MacBook 笔记本电脑。阿联酋通过其展示了社会责任在乔普林学校需要的时候做出贡献。作为美国人，苹果公司是否承担了更大的社会责任？乔普林学校拒绝给予他们支持？

这一重大事件适用于道德课程，商业道德，组织社会责任和公共政策。

研究方法

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Alterra Mountain Company Updates on Social Responsibility Commitment. Health & Beauty Close-Up, Aug. 25, 2022.

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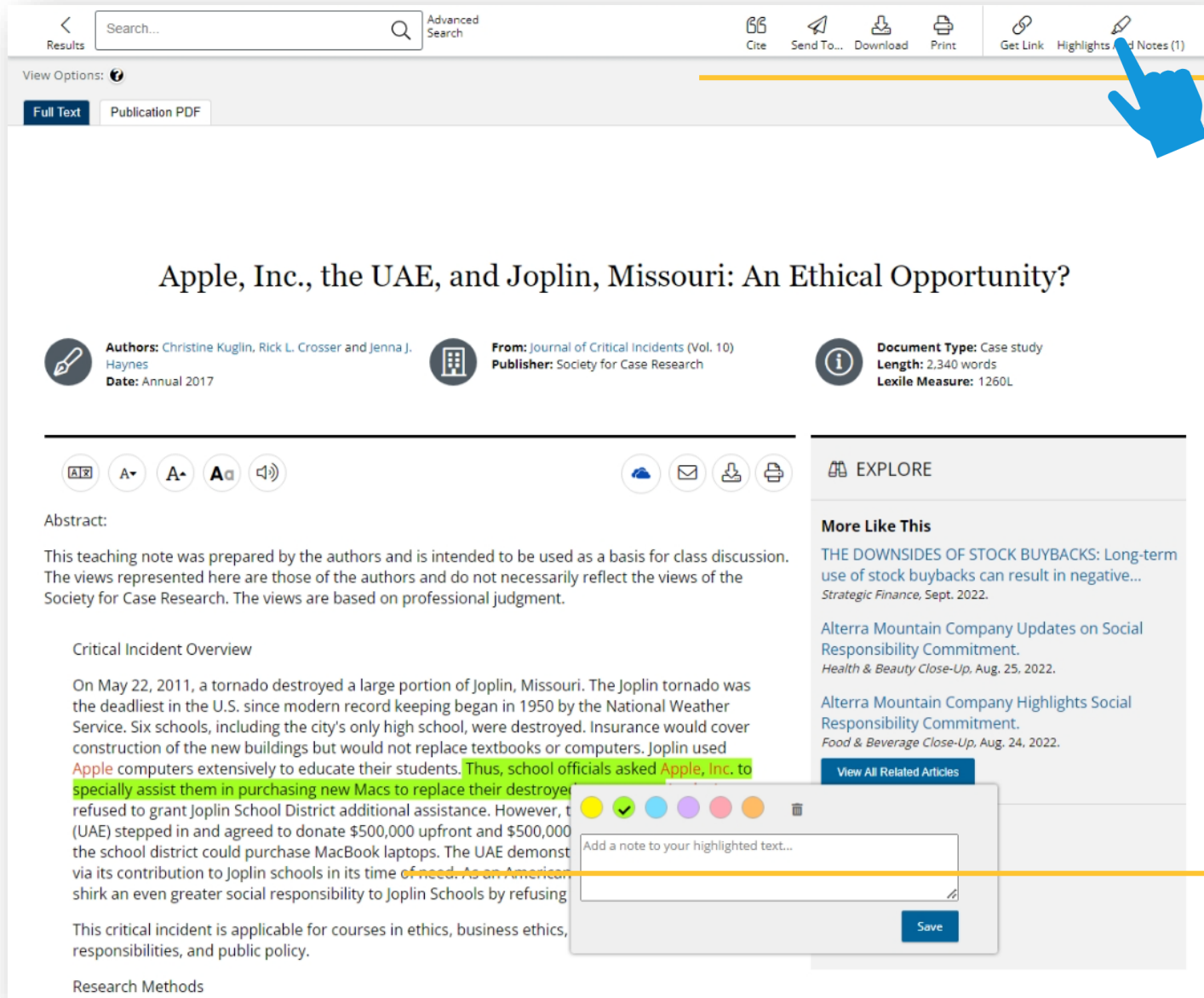
Related Subjects

- Apple Inc.
- Computer industry
- Education grants
- Social responsibility
- United Arab Emirates

The authors and is intended to be used as a basis for class discussion. of the authors and do not necessarily reflect the views of the re based on professional judgment.

...yed a large portion of Joplin, Missouri. The Joplin tornado was ern record keeping began in 1950 by the National Weather city's only high school, were destroyed. Insurance would cover ould not replace textbooks or computers. Joplin used icate their students. Thus, school officials asked Apple, Inc. to new Macs to replace their destroyed computers. Apple, Inc., rict additional assistance. However, the United Arab Emirates nate \$500,000 upfront and \$500,000 in matched donations so MacBook laptops. The UAE demonstrated social responsibility

Reading



The screenshot shows a digital reading platform interface. At the top, there is a search bar and navigation icons for 'Cite', 'Send To...', 'Download', 'Print', 'Get Link', and 'Highlights and Notes (1)'. A blue hand icon points to the 'Highlights and Notes' button. Below the navigation bar, there are 'View Options' for 'Full Text' and 'Publication PDF'. The main content area features the title 'Apple, Inc., the UAE, and Joplin, Missouri: An Ethical Opportunity?' and metadata including authors (Christine Kuglin, Rick L. Crosser and Jenna J. Haynes), source (Journal of Critical Incidents), and document details (Case study, 2,340 words, Lexile Measure: 1260L). A toolbar with icons for text formatting and sharing is visible. The main text includes an abstract and a section titled 'Critical Incident Overview' with highlighted text. A 'More Like This' sidebar is on the right. A 'Notes' dialog box is open over the highlighted text, containing a text input field and a 'Save' button.

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标注/笔记

Reading

The screenshot shows the Gale Business Insights website. At the top, there is a search bar and navigation icons. A blue hand icon points to the 'Cite' button in the top navigation bar. Below this, a 'CITATION TOOLS' modal window is open. The modal has tabs for 'MLA 9th Edition', 'APA 7th Edition', 'Chicago 17th Edition', and 'Harvard'. The selected citation text is: 'Kuglin, Christine, et al. "Apple, Inc., the UAE, and Joplin, Missouri: An Ethical Opportunity?" *Journal of Critical Incidents*, vol. 10, annual 2017. *Gale Business: Insights*, link.gale.com/apps/doc/A527771523/GBIB?u=galechina&sid=bookmark-GBIB&xid=cfd7382. Accessed 26 Nov. 2022.' Below the citation text is a 'Disclaimer' section and a 'Select' button. At the bottom of the modal, there is an 'Export To:' section with icons for NoodleTools, EasyBib, RefWorks, OneDrive™, and Download RIS*. A note states: '*The RIS file format can be used with EndNote, ProCite, Reference Manager, and Zotero.'

引用

四种常用引文格式
可以导出至其他引用工具中

Industry and Markets

GALE BUSINESS Insights

Search [] Advanced Search

Compare Browse Get Link Highlights And Notes

Electronic Computer Manufacturing

NAICS Code 334111

Industry Profile

Annual Revenue (US\$ million)
\$542,615 (est.)

Employees
258,587

Companies
748

Largest Company (by Revenue)
Apple Inc.

Industry Overview

This industry comprises establishments primarily engaged in manufacturing and/or assembling electronic computers, such as mainframes, personal computers, workstations, laptops, and computer servers. Computers can be analog, digital, or hybrid. Digital computers, the most common type, are devices that do all of the following: (1) store the processing program or programs and the data immediately necessary for the execution of the program; (2) can be freely programmed in accordance with the requirements of the user; (3) perform arithmetical computations specified by the user; and (4) execute, without human intervention, a processing program that requires the computer to modify its execution by logical decision during the processing run.

Industry Reports

Emerging Industry Report:
Augmented Reality
Electronic Notepads
Handheld Computing Devices
Multimedia Computers
Parallel Processing Computers
Quantum Computing
Tablet Computers
Wearable Computing

Global Industry Report:
Computers

Plunkett Report:
Computer and Electronic Product Manufacturing Industry (U.S.): 334000
Computer and Peripheral Equipment Industry (U.S.): 334100
Computer Manufacturing, Including PCs, Laptops, Mainframes and Tablets Industry (U.S.): 334111

U.S. Industry Report:
Electronic Computer Manufacturing

Related Industries

Currently viewed industry in bold and highlighted in blue with related industries surrounding

33: Manufacturing

- 3339: Other General Purpose Machinery Manufacturing
 - 333912: Air and Gas Compressor Manufacturing
 - 333914: Measuring, Dispensing, and Other Pumping Equipment Manufacturing
 - 333921: Elevator and Moving Stairway Manufacturing
 - 333922: Conveyor and Conveying Equipment Manufacturing
 - 333923: Overhead Traveling Crane, Hoist, and Monorail System Manufacturing
 - 333924: Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing
 - 333991: Power-Driven Hand Tool Manufacturing
 - 333992: Welding and Soldering Equipment Manufacturing
 - 333993: Packaging Machinery Manufacturing
 - 333994: Industrial Process Furnace and Oven Manufacturing
 - 333995: Fluid Power Cylinder and Actuator Manufacturing
 - 333996: Fluid Power Pump and Motor Manufacturing
 - 333997: Scale and Balance Manufacturing
 - 333999: All Other Miscellaneous General Purpose Machinery Manufacturing
- 3341: Computer and Peripheral Equipment Manufacturing**
 - 334111: Electronic Computer Manufacturing**
 - 334112: Computer Storage Device Manufacturing
 - 334118: Computer Terminal and Other Computer Peripheral Equipment Manufacturing
- 3342: Communications Equipment Manufacturing
 - 334210: Telephone Apparatus Manufacturing
 - 334220: Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing
 - 334290: Other Communications Equipment Manufacturing

[Browse All Industries](#)

What is the number next to each industry?

Industry Articles

Search within results

Industry Reports

Emerging Industry Report:

Augmented Reality

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Multimedia Computers

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Quantum Computing

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Computers

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Computer and Electronic Product Manufacturing Industry (U.S.): 334000

Computer and Peripheral Equipment Industry (U.S.): 334100

Computer Manufacturing, Including PCs, Laptops, Mainframes and Tablets Industry (U.S.): 334111

U.S. Industry Report:

Electronic Computer Manufacturing

行业报告|新兴产业报告|全球行业报告|普朗克特报告|美国工业报告

Country/Territory

United States

Country/Territory Profile

GDP (US\$ million)	GDP Growth	Population	Population Growth	GDP per capita (US\$)	GNI (US\$ million)	Unemployment
\$22,996,100	5.67%	331,893,745	0.12%	\$69,288	\$23.39	5.35%

Country/Territory Overview

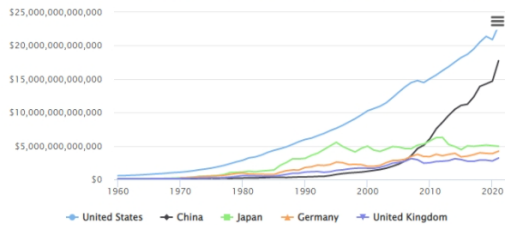
The United States of America, commonly known as the United States, is a country primarily located in North America. As one of the largest countries by total area in the world, it consists of 50 states, a federal district, 5 major unincorporated territories, 326 Indian reservations, and some minor possessions. The country shares its land borders with Canada to the north and Mexico to the south and maritime borders with Cuba, Russia, and the Bahamas. The United States has the most technologically powerful economy in the world, with a per capita Gross Domestic Product (GDP) of \$59,500. U.S. firms are at or near the forefront in technological advances, especially in computers, pharmaceuticals, and medical, aerospace, and

Market Reports

[Gale Country/Territory Overview](#)
[MarketLine Industry Reports »](#)

Country/Territory Comparison

United States Compared to 4 Countries/Territories Closest in GDP (\$USD)



[Open Compare Tool »](#)

Top Companies by Revenue

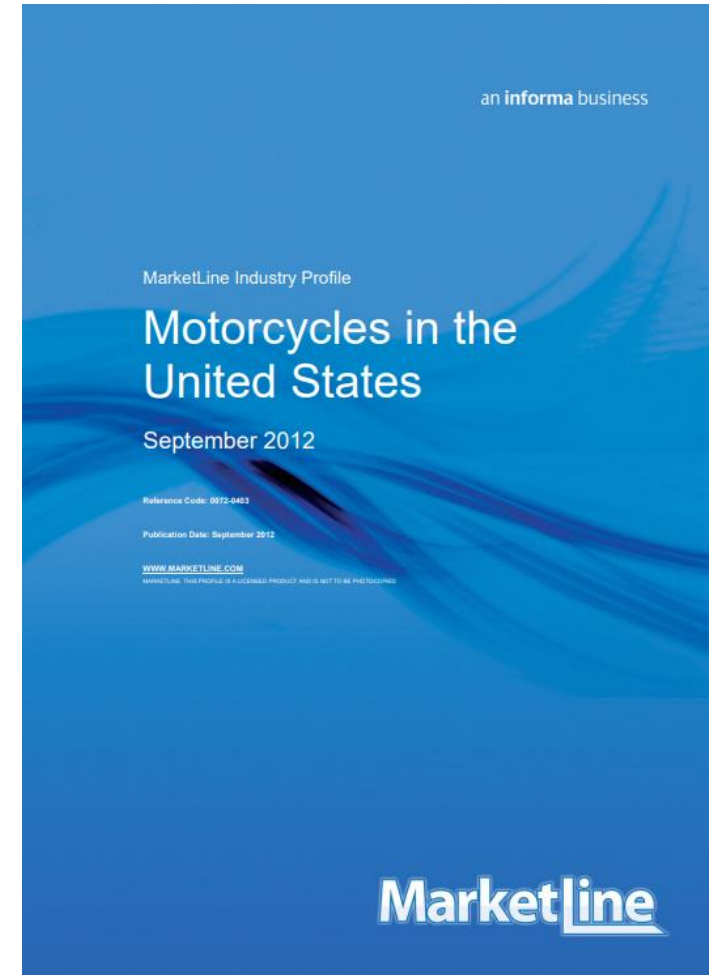
Company Name	Revenue (US\$ million)	Country/Territory
Federal National Mortgage Association OTCQB: FNMA	\$42,291,660.0 M	USA
Citigroup Inc. NYSE: C	\$22,921,413.0 M	USA
The Vanguard Group, Inc. Private Company	\$7,200,000.0 M	USA
Bank of America Corporation NYSE: BAC	\$3,169,495.0 M	USA
Federal Home Loan Mortgage Corporation OTCQB: FMCC	\$3,025,586.0 M	USA
Capital Group Companies, Inc. Private Company	\$2,380,000.0 M	USA
Morgan Stanley NYSE: MS	\$1,222,230.0 M	USA
Prudential Financial, Inc. NYSE: PRU	\$937,582.0 M	USA
AXA U.S. Private Company	\$842,723.5 M	USA
MetLife, Inc. NYSE: MET	\$759,708.0 M	USA
Doctor's Associates, Inc. Private Company	\$689,100.0 M	USA
The Charles Schwab Corporation NYSE: SCHW	\$667,270.0 M	USA
U.S. Bancorp NYSE: USB	\$573,300.0 M	USA
BOU Bancorporation Inc. Private Company	-	USA
Provident Life and Casualty Insurance Co. Private Company	-	USA

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Country/Territory Articles

Search within results



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Advanced Search

Search Terms

Terms	Field	Finds results that...
Search for <input type="text"/>	in <input type="text" value="Keyword"/>	contain these terms in key fields; does not search entire document
And <input type="text"/>	in <input type="text" value="Keyword"/>	contain these terms in key fields; does not search entire document
And <input type="text"/>	in <input type="text" value="Keyword"/>	contain these terms in key fields; does not search entire document

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<input type="checkbox"/> Market Share / Rankings	<input type="checkbox"/> News	<input type="checkbox"/> Reference	<input type="checkbox"/> Trade Journal Articles
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Revenue

Min — Max

in US\$ million

检索主题
可增加检索关键词
可选择不同关键词检索类型

筛选条件：
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出版物名称
同行评审
包含图表
时间
规模
等

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Advertising	Employment Law	Small Business
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24 Images
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Glossary

Use this business glossary to look up unfamiliar business terms by typing a term into the search box or scrolling down the alphabetical list you see below.

10-K Report
In the United States, a mandatory annual report filed with the Securities and Exchange Commission (SEC) by publicly held firms.

30 Day revision momentum
The number of times an analyst has revised an earnings estimate upwards or downwards in a 30-day period.

360-degree feedback
An evaluation method that incorporates feedback from the worker, his/her peers, superiors, subordinates, and customers. Also called multi-rater feedback, multi-source feedback, or multi-source assessment.

3PL
A neutral intermediary in the supply chain that provides logistics and other support services. Also called third-party logistics.

4 Cs
A consumer approach to production comprising commodity, cost, channel, and communication. cf 4 Ps.

4 Ps
The balance of marketing techniques required for selling the product: 1) Price - the price of the product, particularly the price compared to one's competitors. 2) Product - targeting the market and making the product appropriate to that market segment. 3) Promotion - sale promotion, advertising, sponsorship or other promotions. 4) Place - how the product is distributed. Current trends are towards shortening the chain of distribution. Also called the Marketing Mix.

4 Vs Model
A model for pricing comprising Validity, Value, Venue, and Vogue.

401(k) plan
A financial plan where employees contribute a percentage of their earnings to a fund that is invested in stocks, bonds, or money markets for the

Joint venture
Venture in which two or more people combine efforts in a particular business enterprise, usually a single transaction or a limited activity, and agree to share the profits and losses jointly or in proportion to their contributions. Also called JV.

Jugaad innovation
A frugal and flexible approach to innovation that is dominant in India.

Junk bond
A bond issued by an unproven company or a company experiencing financial problems. In exchange for accepting the high risk of not being paid, purchasers of junk bonds are offered high interest rates. Also called a high-yield bond.


Just in time production
A system of production in which materials, parts and finished products are delivered at the precise time they are needed. This encourages lower stock holdings, shorter lead times, quicker supply chains, better customer contact and relations, greater efficiency and a more profit-focused organization. Also called JIT.

JV
Venture in which two or more people combine efforts in a particular business enterprise, usually a single transaction or a limited activity, and agree to share the profits and losses jointly or in proportion to their contributions. Also called joint venture.

Kaldor-Hicks test
A change in production or distribution is desirable only if those who gain can compensate those who lose, and still be better off.

Keogh plan
Designed for self-employed persons and unincorporated businesses as a tax-deferred pension account. Also called Self-employment retirement plan.

Key performance indicator



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