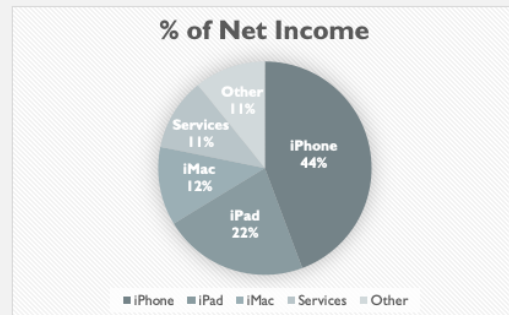


- In keeping with Apple's style, this presentation template is sleek and sterile.
  - Match your template and color pallet to the company you are presenting. If you are presenting on Google, you might use a white background with vibrant colors; if you are presenting on T-Mobile, you might include pink and white into your design.
- The subtitle captures the essence of the PowerPoint– this presentation is specifically focused on why the investor should invest in Apple (AAPL is the stock ticker symbol), not merely a presentation on the company itself.

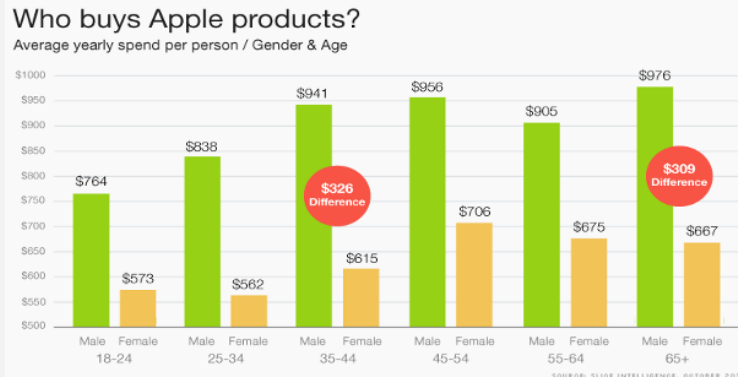
## SALES BACKGROUND

- Sells 5 main groups of products
  - iPhones
  - iPads
  - iMacs
  - Services
    - Apple Music, iCloud, AppleCare
  - Other
    - Headphones, Accessories

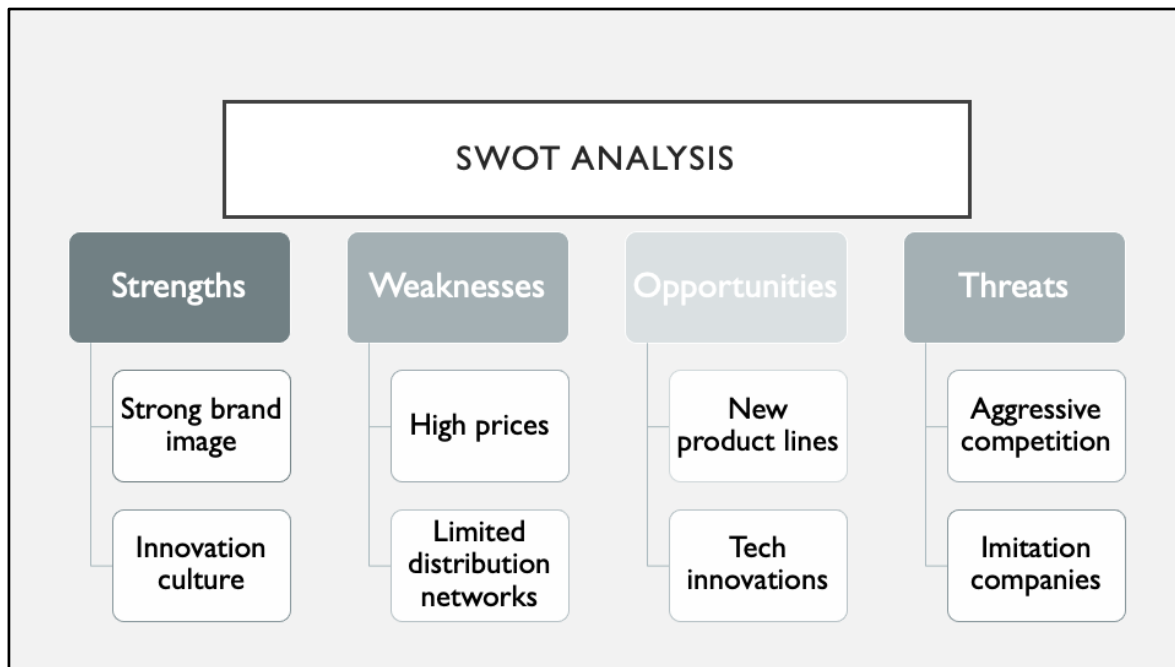


- This presentation begins with a description of the most basic question you need to answer: What does this company sell/make/produce/etc.?
  - Apple breaks their sales into 5 categories, so present their sales background using the same categories. Most people are familiar with the products that Apple sells, but they may not with the company you choose, so make sure this is abundantly clear.
  - It's important to note the breakdown of their sales by the category. The graph on the right does this by including information found online about how much of Apple's net income comes from each segment. This helps the investor know if the company is diversified, or if all their money comes from one product/service.
  - Make sure that your graphics are easy to read. Since the colors set is all gray, choosing a gray or black font would make the chart tougher to read.

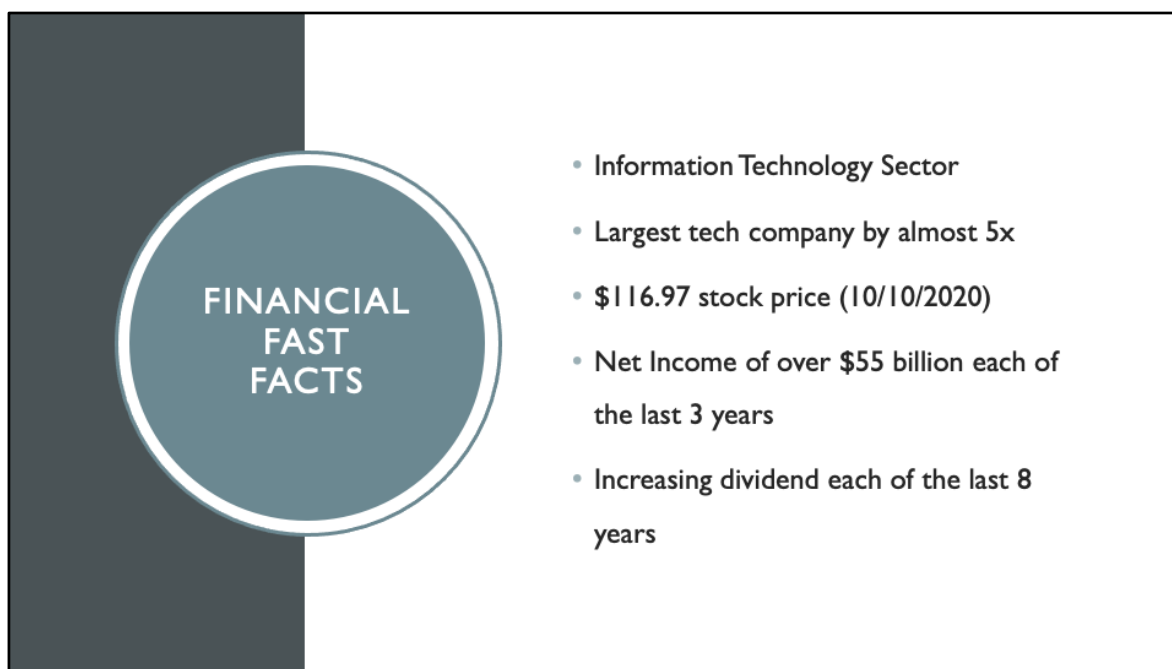
## CUSTOMERS



- This is a chart from the internet that helps explain more about Apple's sales background. It is important to explain to the investor who buys the company's products.
  - This chart is helpful because it shows how a variety of age ranges purchase Apple's products. If the chart showed that only one demographic was buying Apple products, you would need to explain why that is, and whether or not that is good or bad for the future of the company.
  - This chart has a couple of potential interpretations you could argue in your presentation. For one, men are statistically spending the most on Apple products, so continue to make sure that your products appeal to them so that you don't lose the revenue they bring on. Another potential interpretation is that a future opportunity for the company would be to specifically market towards women to increase the revenue from female customers. This opportunity is not included on the SWOT analysis on the next slide, but it could be.



- A SWOT analysis is a useful tool for evaluating a company based on its strengths, weaknesses, opportunities, and threats. Strengths: what the company excels at. Weaknesses: what the company struggles at. Opportunities: what this company can do going forward to continue to be profitable and be even more profitable. Threats: what outside influences pose a threat to this company's profitability.
- Note that this graphic follows the same color pattern as the rest of the presentation. It is sleek, easy to read, and fills the page.



The slide features a dark grey vertical bar on the left side. Overlapping this bar is a light blue circle with a white border. Inside the circle, the text 'FINANCIAL FAST FACTS' is written in white, all-caps, sans-serif font. To the right of the circle, on a white background, is a list of five bullet points in a dark grey, sans-serif font.

**FINANCIAL FAST FACTS**

- Information Technology Sector
- Largest tech company by almost 5x
- \$116.97 stock price (10/10/2020)
- Net Income of over \$55 billion each of the last 3 years
- Increasing dividend each of the last 8 years

- This slide provides the investor with basic financial information.
  - The first bullet point outlines what sector the company operates in. There are 11 different sectors, and each one is vastly different. It is valuable for you to understand the sector your company is in.
  - The second bullet point is ambiguous and therefore requires explanation from the presenter. If left unacknowledged, the judge will not know how this is quantified. It could be referring to size by revenue, by net income, by employees, by number of stores, or several other measures. This presentation specifically is referring to market capitalization, which is the calculation of the stock price of a company multiplied by the number of shares the company has outstanding. This piece of information is important because it expresses how large Apple is in relation to its competitors.
  - Investors need to know the price of a share of the company's stock. If you're advising the investor to invest a certain amount into a stock, they need to know how many shares they will be able to purchase.
  - The statistic on net income shows Apple's consistency with their income in recent years. Be prepared to answer questions that may relate this number to Apple's top competitors.
  - An increasing dividend shows that shareholders are continually getting paid

more money, which is a good sign to a potential investor.

## TOP COMPETITORS

	APPLE	SAMSUNG	MICROSOFT
2019 Revenues	\$273.9 billion	\$230.4 trillion	\$125.8 billion
2019 Net Income	\$58.4 billion	\$21.5 trillion	\$39.2 billion
Net Profit Margin	21.3%	9.3%	31.1%
Price/Earnings	35.22	18.70	41.4
Market Capitalization	\$2.057 trillion	\$401.987 trillion	\$1.623 trillion

- It is imperative that you relate Apple's numbers to its competitors. You don't need to include every competitor, but make sure to discuss at least the top 1 or 2 competitors. If there is only 1 competitor that is close to your company, you can choose to just talk about that one. If there are multiple, discuss multiple. Use your discretion to discuss what is relevant to your company.
- Net Income needs to be in your presentation somewhere— the investor must know if the company is profitable, and how much money it is making. The net profit margin relates net income to revenue-- for Apple, every dollar in revenue results in 21.3 cents in net income. When this is related to Samsung, we see that Apple is making twice as much money per dollar in revenue than Samsung, but one-third as much when related to Microsoft. Research the competitors so you can give an explanation as to why this may be. Your company will not always have better numbers than every other company you compare too so it is important to be able to explain why those differences exist.
- The Price/Earnings ratio divides total price (that is, share price X number of shares) by net income. It is a useful measure in determining profitability.
- Use relevant numbers to your company and industry— note the differences between the numbers in this presentation and the ones used in the Johnson and Johnson presentation.

## REFERENCES

"Apple revenue by segment, product units." n.d. *Reuters Graphics*. 22 October 2020.  
*finance.yahoo.com*. n.d. 22 October 2020.  
King, Hope. "Who is Buying Apple Products? Old Men." 29 October 2015. *CNN*. 22  
October 2020.

- Cite your sources.