

Apple has significantly improved its performance and increased its profitability. The company's commitment to vertical integration allows it to control production from beginning to end, designing most of its products in-house and not licensing its hardware and operating system. By outsourcing manufacturing to overseas factories, primarily in China, Apple has executed massive product launches without maintaining large inventories, leading to high profit margins. Apple's experience demonstrates that focusing on quality, advanced technology, and strategic decision-making can lead to sustainable growth and a strong competitive advantage in the global market. This strategy has enabled Apple to apply its vision consistently across its products, differentiating itself from competitors and strengthening customer loyalty. Additionally, building a strong brand enhances consumer trust.