

## A Study on Products and Services of Apple Inc.

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### ABSTRACT

Over the last 30 years, Apple has taken growth hence computer device design to developing customer electronics. Steve Jobs, Steve Woznaik, and Ronald Wayne founded the Apple Inc. in 1970's. Tim Cook is the current CEO of the company. Apple uses many types of internet business patterns. Business to Business E-Commerce used in the marketing of electronic inventions to help operate daily proficiency in other business. Business to Consumer E-Commerce is the marketing of iPods, Computer, and other productions to vary individuals rather than Business. Apple's product line has developed rapidly in last few years. They are selling the products in the following categories: input device, output device, storage device, computers, and connecting devices. Apple is known to use a network called Airport Extreme Card picks up a Wi-Fi signal rather than a broadcast network. Apple is related Bonjour Connection. It is an automatic connection where computers and devices automatically transmit their own services and listen for services offered for the uses for the others. AirPort utility for Mac guides you through the process of connecting to the internet, and you will have your network up and running in minutes. Apple provides the four fundamental of network security by offering a valid source of confidentiality with their terms and agreement statement. Apple has their terms and agreement, which explains their integrity and availability. Whether looking up online or calling the store via phone any answer to any question answered honestly. Their security and access controls explain MAC OS X Server is built on an advanced architecture to deliver the features you want with the security you need.

**Keywords:** Apple Inc., Company Analysis, Internet Business Models, Airport Extreme Card, Bonjour Connection.

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