Business Model Canvas

Key Partners

- Manufacturers
- Developers
- Phone companies
- Publishers
- Content creators

Key Activities

- Design
- Quality control
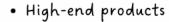- Manufacturing
- Software development

Key Resources

- Brand
- Intellectual properties
- Design culture
- People

Value Propositions

- High-end products
- Innovative technologies
- Usability/UX

Customer Relationship

- Self service
- Apple Care
- Love brand

Channels

- Retail
- Apple.com
- Apple stores

Customer Segments

- Mass market

Cost Structure

- Sourcing people
- Marketing and branding sales
- Operational expenses

Revenue Streams

- Hardware sales
- Media and licensing
- Subscription revenue