**ANALYTICAL DECISION-MAKING**

**Learning Outcome 3: ACTIVITY 15**

**Business Capability at Apple**

In small groups:

From your knowledge and using any research opportunity, interpret Apple Corporation’s business capability.

1. In your view, what are Apple’s **Unique Resources** and **Core Competences**?
2. What would you consider to be the basis of their competitive advantage?

*Discuss reasons and give feedback.*