

Apple restricts recruiting new personnel after iPhone sales decline

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According to a Bloomberg report, Apple will limit recruiting new personnel in some sections after iPhone sales in the last months of 2018 were lower than expected, the company suffered a lot of losses. The case is not so serious, but it shows that Apple, the world's largest technology company, is valued at more than a trillion dollars (just six months ago) now having to enter a stage. Financially uncertain, simply because of the success of the iPhone - their flagship product has begun to falter.



1. Apple will cut production by 10% for all new iPhone models produced this year

According to sources from Bloomberg, Apple's chief executive, Tim Cook, revealed at a board meeting earlier this month that limiting recruitment is a necessary decision and will be beneficial for Apple at the present time. Tim Cook also shared frankly that he still could not make a decision on which department would hire less staff, but insisted that Apple's artificial intelligence team would be outside the company's decision. , this department will continue to actively invest in attracting personnel, expanding its number of employees. Meanwhile, although not directly mentioning the marketing department, but according to a Bloomberg report, since December last year, Apple has moved some of their marketing groups to focus 100% on

the iPhone segment and pause all other projects.



1. Apple: The replacement of cheap batteries causes iPhone sales to decline

Two weeks ago, Tim Cook warned investors in a letter that Apple's first quarterly earnings of 2019 might be worse than expected, as consumers seem to be less interested in those. Apple's new, more expensive iPhone. In addition, after the battery upgrade discount program launched in December 2017 due to a major incident, many customers chose to upgrade the battery instead of buying a new phone, an element that the CEO believes closed. An important role in contributing to the drop in iPhone sales. Many reports said that there were more than 11 million devices participating in Apple's preferential battery replacement event. There is currently no "apple flaw" yet any comment on this information.

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1. The billion-dollar details of the FTC antitrust trial between Apple and Qualcomm
2. CEO Tim Cook has 'pocketed' more than \$ 15 million in 2018 - 283 times more than the average salary of an Apple employee in a year.
3. Although the iPhone is sluggish in the international market, Apple set a record of sales in Malaysia and Vietnam
4. Apple may lose \$ 9 billion because iPhone sales in some markets are not as expected

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