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# Isolation iPhone

Manufacturing within a pandemic and how  
Apple handled the Coronavirus consequences



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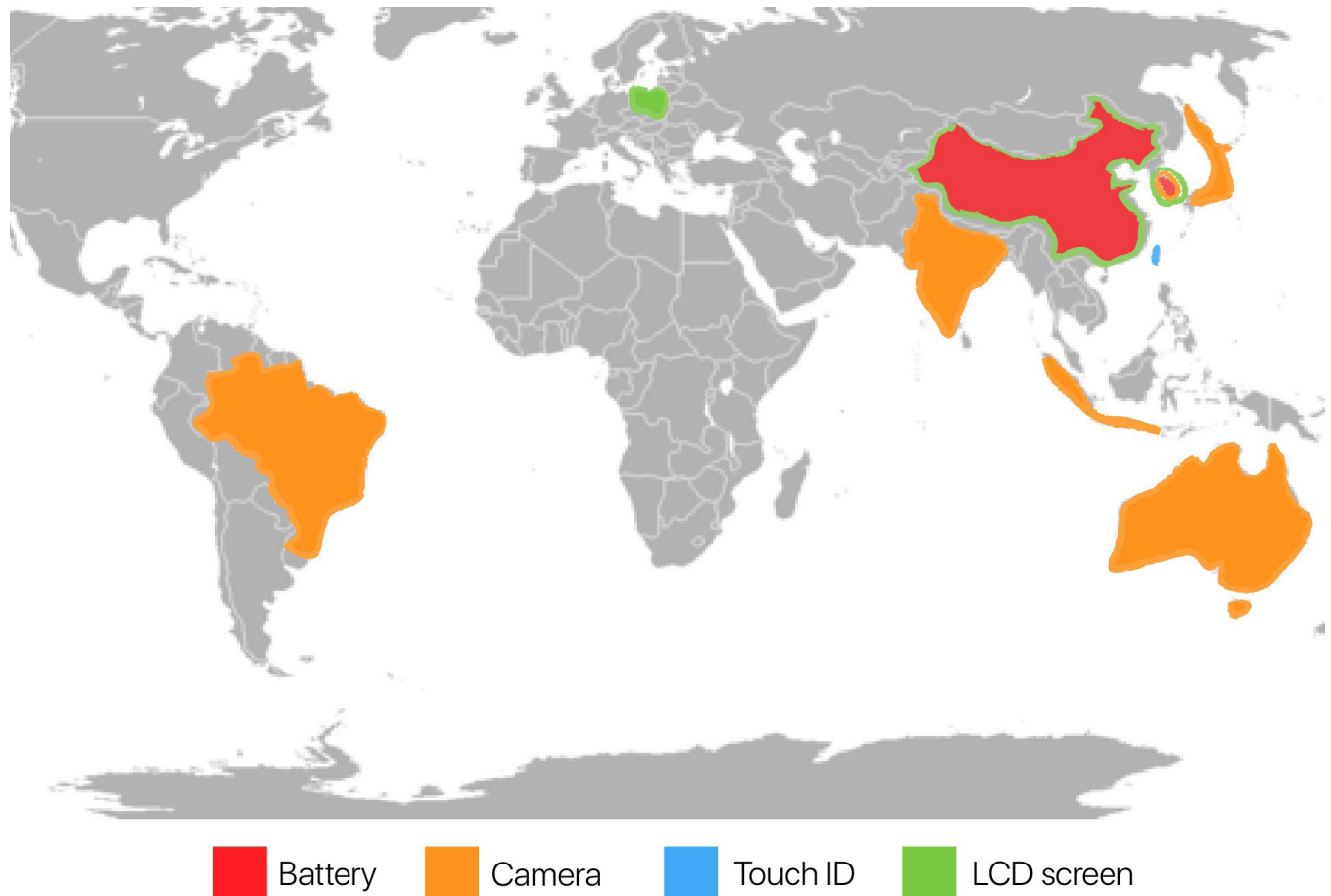
To say Coronavirus has changed a few things this year, would be a definite understatement.

Officially named the SARS-CoV-2 (severe acute respiratory syndrome coronavirus 2) in its virus form, while simply called the coronavirus or Covid-19, this virus has been deadly to those at special risk and unfortunately, a largely neglected contributor to the spreading is our own phones. Having been dubbed as the 'Trojan horses' of Covid community transmissions, in an article by The Conversation, where it is also discussed that while phones are essential to some hotspots, they have remained as an unpublicised biosecurity risk.

This worldwide spread virus has impacted every single business, school, company, celebration, and get together, and it hasn't slowed. One such renowned brand and product effected by this bizarre pandemic, is Apple, who has suffered decreased sales in multiple countries including China, South Korea, Italy, and America, due largely to product supply and lack-there-of.

Apple, a household name, and with a net worth of \$2 trillion, you'd expect so. As mentioned, phones are the unannounced culprit for spreading Coronavirus, and coincidentally the manufacture of many of Apple's product, such as the iPhone, has been put in severe delay due to the worldwide restrictions.

iPhones are made in multiple stages, material gathering, assembly, and manufacturing to name a few. Let's explain the manufacturing process, this includes suppliers from all around the world, each bringing a different component to the table, eg. Battery from South Korea & China, Camera from Japan, Australia, Brazil, India, Indonesia, South Korea, Europe and South America, Touch ID from Taiwan, LCD screen from South Korea, Poland and China. That's only naming four essentials in your iPhone. From here, and with all the ingredients for your iPhone, your phone was put together with hands and machines from around the world, all brought together at a manufacturing location in China before being packaged and sent to suppliers for sale. With that brief outline into the building of the iPhone explained, I'd like



to point out that that information was all based on a time period before 2020, where Coronavirus hasn't befallen us and ruined the world's economy.

So, in the current climate, with the constrictions of the pandemic, how much has Apple really been impacted?

Many of Apple's retail stores, corporate offices, and contact centres internationally, as well as numerous manufacturers are based in and around China, and as a result of the Covid restrictions, many of these suppliers were closed throughout early February for an indefinite time.

Due to this sudden shut down, popular iPhone retailers were also impacted, closing for lack of product and Coronavirus safety concerns, creating a devastating loss of jobs in both China based manufacturers and suppliers internationally. That was until March 14th to April 18th when an estimated 300 of Apple's stores and manufacturers were reopened, however, even with their suppliers and stores up and running, Apple had to submit to Covid-19 restrictions such as, quarantining, limited labour, controlled travel, and heavily delayed shipments. And

in the March revenue cuts announcement, instead of their estimated \$67 billion, they confirmed a revenue of \$58.3 billion- 8.7 hundred million under the original expectation, all due to decreased demand around the world, though especially focused within China.

With such a resignation in China's economy, being as the country has also stepped back from over large companies within this stressful time, many believe that this is the rest of the world's chance to claim the market.

With the unexpected rollercoaster of 2020, many companies and businesses across the globe have been heavily and negatively impacted.

One such large god-like company, Apple, also had to suffer the repercussions, shut down manufactures, closed retail stores, offices, & contact centres, limited product, lost sales, and hits that are still coming. The significance of Coronavirus' imprint on the world will be in your history books, and Apple's detrimental losses will mark their brands reports.

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## Qaurter 2, Year by Year Growth - Shown Regions

