TICKER	Company	Buy date	Average price	Sell date	Sell price	shares	return
AAPL	Apple	9/17	$337.00	Held	held	6	-
AMD	Advanced Micro Devices	9/25	$630.63	Held	held	1	-
ANET	Arista Networks	9/25	$206.55	Held	held	1	-
BIIB	Biogen	9/25	$227.50	Held	held	2	-
DELL	Dell Technologies	9/25	$562.90	Held	held	1	-
GNRC	Genrac	10/25	$208.14	9/25	$102.98	10	+7.28%
META	Meta Platforms	9/25	$751.66	held	held	1	-
QCOM	Qualcomm	9/25	$201.97	held	held	1	-
SNOW	Snowflake	9/25	$335.94	held	held	1	-
ZBRA	Zebra Technologies	9/25	$370.04	held	held	2	-
NIKE	Nike	8/17	$36.36	hel	held	15	-9.15%

PART 2 Company profile: APPLE

1) Apple sells smartphones, computers, tablets, and accessories.
2) Its customers include individuals, businesses, schools, and government organizations.
3) It earns revenue from device sales and services including subscriptions, cloud storage, advertising, and App Store commissions.
4) Its competitors include Samsung and Google in smartphones, along with computer manufacturers such as Dell.

Metric	2023	2024	2025
Revenue ($ billion)	383.285	391.035	416.161
Revenue Growth	-2.80%	+2.02%	+6.43%
Operating income ($ billions)	114.301	123.216	133.050

Net income ($ billions)	96.995	93.736	112.010
EPS ($ per share)	6.13	6.08	7.46

Part 3. Why I bought

Apple's new iPhone launch provided a specific catalyst. Apple announced the iPhone 18 Pro and Pro Max on September 9, 2026, introducing its A20 Pro chip and a 48-megapixel main camera with variable aperture. These improvements supported my expectation that customers might upgrade their devices. My main reason for buying was that stronger demand could increase sales and attract investor interest, although the announcement itself did not guarantee either outcome

Apple's improving operating results supported the investment case. As Table 2 shows, revenue increased approximately 6.4% in 2025, while operating income increased approximately 8.0%. This showed that Apple's business was growing before the newest launch. It made the opportunity more convincing because the catalyst was supported by an established, profitable company rather than expectations alone.

Apple's services business offered opportunities beyond device upgrades. Figure 1 shows Services revenue increasing from $85.200 billion in 2023 to $109.158 billion in 2025, approximately 28.1% over two years. Customers can continue buying services between hardware purchases. My interpretation is that this gives Apple another way to earn revenue from its customer ecosystem and makes its business less dependent on one launch.

Part 4: Why I Sold

At the time of my performance notes, I planned to continue holding Apple despite its recorded decline of 0.98%. My original reason for buying depended on customer demand and future earnings, so a small price decline alone was not enough to change my decision. I planned to exit at the end of the competition rather than keep the position indefinitely; my notes do not record a completed sale.

This experience helped me recognize that a product announcement and a successful investment are different things. Next time, I would set a review date, identify the sales results that would support my thesis and decide how much loss I was willing to accept before buying.

1. **Apple Inc. 2025 Annual Report** — company overview, revenue, operating income and Services revenue. https://www.sec.gov/Archives/edgar/data/320193/000032019325000079/aapl-20250927.htm
2. **Apple 2025 Financial Statements** — financial results and comparisons with FY2024. https://www.apple.com/newsroom/pdfs/fy2025-q4/FY25_Q4_Consolidated_Financial_Statements.pdf
3. **Apple's iPhone 18 Pro and Pro Max announcement, September 9, 2026** — product-launch catalyst and features. https://images.apple.com/ie/newsroom/2026/09/apple-debuts-iphone-18-pro-and-iphone-18-pro-max/