

Business Acutities

OCTOBER 2018

INTERNATIONAL BUSINESS

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BUSINESS NEWS

- 1. Trade tensions between the United States and China:** In October 2018, trade tensions between the United States and China continued to escalate. Both countries imposed tariffs on each other's goods, affecting various industries and raising concerns about the global economy.
- 2. Tech company earnings:** October 2018 marked the earnings season for many major tech companies. Companies like Apple, Amazon, Google (Alphabet), and Facebook reported their quarterly earnings, which had a significant impact on stock markets and investor sentiment.
- 3. Market volatility:** Financial markets experienced increased volatility in October 2018. Factors such as trade tensions, geopolitical uncertainties, rising interest rates, and concerns about global economic growth contributed to heightened market fluctuations.
- 4. Mega corporate deals:** Several large-scale corporate deals were announced in October 2018. Notable transactions included IBM's acquisition of Red Hat for \$34 billion, Comcast's bid to acquire Sky for \$39 billion, and Barrick Gold's merger with Randgold Resources to create one of the world's largest gold mining companies.
- 5. Oil price fluctuations:** Oil prices experienced volatility in October 2018. Factors such as

supply concerns, geopolitical tensions in the Middle East, and global economic growth expectations influenced oil prices, impacting energy markets and industries.

6. **Financial institution developments:**

Various financial institutions made headlines in October 2018. For example, Deutsche Bank announced a major restructuring plan involving significant job cuts and a focus on core businesses. Additionally, the International Monetary Fund (IMF) and the World Bank held their annual meetings, discussing global economic challenges and policy measures.

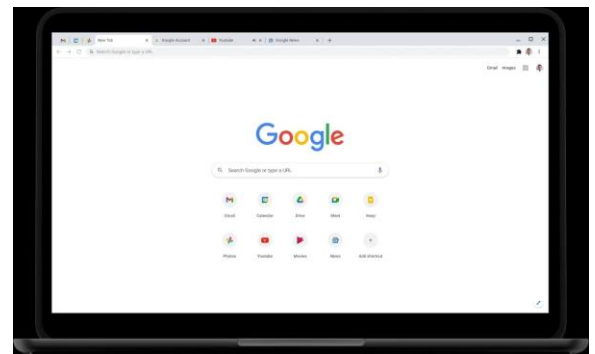
7. **Cannabis industry expansion:**

October 2018 was significant for the cannabis industry,

particularly in Canada. Canada became the second country, after Uruguay, to legalize recreational marijuana nationwide, leading to a surge in the cannabis market and investments in related businesses.

GOOGLE

1. **Google+ data breach:** In October 2018, it was revealed that a security flaw in Google+



had exposed the personal data of hundreds of thousands of users. As a result, Google announced that it would shut down the

consumer version of Google+ by August 2019.

2. **Google launches Pixel 3:** In October 2018, Google unveiled its latest flagship smartphone, the Pixel 3, along with the larger Pixel 3 XL. These devices featured improved cameras, enhanced software features, and integration with Google Assistant.

3. **Google fined by the EU:** In October 2018, the European



Union fined Google €4.34 billion (\$5.06 billion) for antitrust violations related to its Android operating system. The

EU claimed that Google abused its dominant position by requiring smartphone manufacturers to pre-install



Google apps and services.

4. **Google announces Project Stream:** In October 2018, Google introduced Project Stream, a game streaming service that allowed users to play high-end video games in Google Chrome without the need for a dedicated gaming console or powerful hardware.

FORD AUTOMOBILE COMPANY

1. **Jim Hackett steps down as**

Ford CEO: On October 3, 2018, Ford announced that Jim Hackett would be stepping down as CEO. Hackett had been in the position for about three years and was succeeded by Jim



Farley, who previously served as Ford's President of Global Markets.

2. **Ford partners with**

Volkswagen: On October 9, 2018, Ford and Volkswagen announced a strategic alliance to collaborate on several projects,

including the development of commercial vehicles and medium-sized pickups. The partnership aimed to increase



efficiency, reduce costs, and enhance competitiveness for both companies.

3. **Ford recalls vehicles for safety**

issues: In October 2018, Ford issued several recalls for various models due to safety concerns. One of the notable recalls involved over 1.5 million Ford F-150 trucks due to a faulty transmission gear shift indicator that could lead to unintended vehicle movement.

4. **Ford's Q3 2018 earnings:** On October 24, 2018, Ford reported its financial results for the third quarter of 2018. The company's earnings fell short of expectations, mainly due to challenges in China's auto market and rising commodity



costs.

5. **Ford invests in electric and autonomous vehicles:** In October 2018, Ford announced plans to increase its investment in electric and autonomous vehicles. The company aimed to develop a comprehensive lineup of electric vehicles and expand

its autonomous vehicle testing program.

APPLE

1. **Apple's October Event:** On October 30, 2018, Apple held a special event in Brooklyn, New York, where they announced a range of new products. The event showcased the new iPad Pro models, MacBook Air with Retina display, and a Mac mini refresh. Apple also unveiled the redesigned Apple Pencil and



highlighted new features of macOS Mojave.

2. **Strong Financial Results:** On October 30, 2018, Apple released its financial results for the fourth quarter of 2018. The company reported revenue of \$62.9 billion, representing a year-over-year increase of 20%.



iPhone sales accounted for a significant portion of the revenue, with services and wearables also contributing to the company's growth.

3. **iPhone XR Released:** In October 2018, Apple launched the iPhone XR, a more affordable variant of its flagship iPhone models. The iPhone XR featured a 6.1-inch Liquid

Retina display, Face ID, and the A12 Bionic chip. It was available in multiple vibrant colors and became popular among consumers due to its attractive price point.

4. **iOS 12.1 Update:** Apple released the iOS 12.1 software update in October 2018. This update introduced new features such as Group FaceTime, which allowed users to make video and audio calls with up to 32 participants simultaneously. iOS 12.1 also included over 70 new emoji characters, real-time Depth Control for portrait photos, and support for dual



SIM capabilities on certain iPhone models.

5. **Apple's Self-Driving Car**

Project: In October 2018, it was reported that Apple had significantly scaled back its secretive self-driving car project, code-named "Project Titan." The company shifted its focus from building a full-fledged autonomous vehicle to developing self-driving technology to potentially partner with established car manufacturers.

GENERAL ELECTRIC

1. **Financial Performance and**

Restructuring: In October 2018, GE announced its financial results for the third quarter, revealing a larger-than-

expected loss of \$22.8 billion. The loss was largely attributed to a non-cash goodwill impairment charge related to its Power business. GE also continued its efforts to restructure the company,



including divestitures and cost-cutting measures.

2. **Leadership Changes:**

In October 2018, General Electric announced that H. Lawrence Culp Jr. would replace John Flannery as the new CEO. Flannery had only been in the position for around a year but was replaced due to

disappointing financial performance and the need for a more significant turnaround strategy.

3. **SEC Investigation:** In October 2018, it was revealed that the U.S. Securities and Exchange Commission (SEC) had



expanded its investigation into General Electric's accounting practices. The SEC was examining GE's revenue recognition and other accounting methods in relation to its power and insurance businesses.

4. **Dividend Cut:** As part of its efforts to stabilize its financial

position, General Electric cut its dividend for the second time in a year in October 2018. The dividend reduction aimed to preserve cash and support the



company's restructuring initiatives.

5. **Power Business Challenges:**

General Electric's Power business continued to face challenges in October 2018. The division had experienced declining demand for gas turbines, leading to significant financial pressures for the company.