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Wk 2 – Apply: Organizational Analysis

# Instructions

**Complete** the worksheet based on your chosen organization. Use [Business Source Complete](https://library.phoenix.edu/MGT526r1/w1) and your selected company’s website, annual report, and other available sources.

# Part 1: Organization Information

## Organization

Apple Inc. is an international company that specializes in designing, production and marketing of personal computers, mobile communication and media gadgets, and handy digital music players. The corporation was started by Steve Wozniak and Steve Jobs and was merged on the third of January, 1977. The corporate headquarters are based in Cupertino which in California, US. Apple amasses its revenues through vending numerous sorts of associated software, applications, digital content (third party), networking solutions, services, and accessories

## Mission and Vision

**Identify** the mission and vision of the organization.

|  |  |
| --- | --- |
| **Mission** | To bring the best user experience to customers through innovative hardware, software, and internet services. |
| **Vision** | We believe are on the face of the to make great products and that’s not changing. |

## Organizational Initiatives

**Outline** 1-2 major initiative for this organization. What are they currently doing to support these initiatives?

Apple employs the generic strategy and intensive growth strategies directly relay to the company’s strategies in pricing, marketing, and other areas of the business. Michael E. Porter’s model for generic strategies defines strategic options that the company can use to develop its competitive advantages in the consumer electronics and information technology and services industries. As one of the most valuable companies in the world, Apple shows that its generic strategy is a major determinant of competitive advantage against other firms. On the other hand, Igor Ansoff’s Matrix of growth strategies presents ways for the technology business to intensively grow in current or new markets and industries. In this case, Apple’s intensive growth strategies support the ability to maintain a strong position in the global market. With a high rate of innovation and emphasis on excellence in product design, the enterprise succeeds even with its relatively high selling prices. This successful positioning indicates Apple’s effectiveness in using its generic strategy for competitive advantage, and intensive strategies for business growth.

# Organizational Plans

**Describe** the plans employed by the organization. Determine which types of managers create each type of plan.

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| --- | --- | --- |
| **Type of Plan** | **Description** | **Type of Manager** |
| Strategic | Apple has identified several long-term goals which include, environmental responsibilities, leveraging ability to design and develop, enhancing and expanding, and supporting the community. | Top management |
| Tactical | The company has initiated quarterly and semi-annual plans, departmental policies and procedures. In the mobile devices industry, they produce new innovative devices on semi-annual basis. | Middle management |
| Operational | In the daily and weekly plans, the firm is keen to affirm its quality measures in their products as well as unveiling new updates on the already existing software to guarantee customers the best user experience. | Supervisory management |

# SWOT Analysis

There are various factors within the external environment of an organization that impacts its strategy.

**Analyze** the organization’s SWOT analysis. Identify the internal and external factors. Include a link to the SWOT analysis in the Reference section of this worksheet.

|  |  |
| --- | --- |
| Internal Factors | Strengths - globally iconic, top technology, brand of choice, proficient research, and sustainability made possible through Liam.  Weaknesses- lack of competition, high priced products, lack of marketing and promotions, and incompatibility with other software. |
| External Factors | Opportunities – consistent customer growth, qualified professionals, lack of green technology, smart wearable technology, utilize artificial intelligence, and expansive distribution network.  Threats- bullied by counterfeits, market penetration, increased competition, and lawsuits. |

# Part 2: Evaluation

**Evaluate** if the mission, vision, planning process, and SWOT analysis meets the current needs of the organization. Include the following in your evaluation:

* Describe the unmet need, (not limited to product or service, can be new demographic, new mode of delivery, etc.).

Apple corporation has used its unique software for quite a long time, the company should consider the compatibility aspect with other devices as some customer find it ambiguous to use the Apple software as they have been used to other software which are not that much complicated. The company should also improve the availability of the respective accessories and spare parts. Some of the spare parts are not locally available and one has to visit the company outlets which in most developing countries are only located at the capital cities only.

* Analyze your competitive advantages.

Samsung corporation has evidenced to a tech giant just like Apple and also one Apple key competitors around the world. Samsung has excelled in producing top notch products that indeed match the market demand and customer taste. A series of innovate Samsung products are readily available on the free markets based on the customer’s convenience and monetary capability.

* Propose a competitive business initiative to address the unmet need.

Apple corporation can counter the unmet need by diversifying its technology solutions and create a flexible software which is compatible with the other software. Such a software will enable users to exploit and get the best user experience ever. To enhance the local availability of the products, the company can initiate production plants and numerous retail hubs in the developing countries. The step will augment the acquaintance of the company’s products awareness which is likely to grow their market share to significantly high levels.

* Create a high-level timeline and operational steps necessary to implement your solution.

1. Conduct a market research to identify the root source of the shortcomings.
2. Develop strategies on how to counter the shortcomings.
3. Implementing the strategies.
4. Utilizing the expansive distribution network and increase the advertising efforts to educate more customers. For instance, if the customer has substantial knowledge on the company product, he/she will have less chances to fall on trap and acquire counterfeits.
5. Initiate local dealers where user can acquire products, accessories, and spare parts.

# References

<https://bstrategyhub.com/swot-analysis-of-apple-apple-swot-2018/>