Apple Inc. Demographics

Queenneidra Quarles

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2014 records show that the workforce demographics in Apple was made up of more male than females (Liu, 2014). Out of the total staff available, 55% are white, 7% blacks, 15% Asian, and 11% are Hispanic. Only 2% are multiracial, and the rest did not reveal their race. Of this population, 70% is made up of males, while only 30% is made up of females. Research shows that other tech companies, such as Twitter, Google, and Facebook, have similar employee-demographics reports. In the report, the company made commitments to improve the company's workforce diversity. True to its word, Apple made changes to its demographics to increase its diversity by reducing the total population of males in the company. Currently, there is 50% white, 23% are Asian, 9% are black, and 14% are Hispanic. 3% are multiracial, while only 1% make up the population from Native Americans, Pacific Islanders, and Native Hawaiian (Apple, 2019).

Graphical Representation of the demographics in Apple as of 2019

Recently, the company made changes to its demographics in a bid to increase its diversity. The company believes that the diversity evidenced in the employees is its greatest strength. The growth evidenced has been facilitated by the company’s ability to draw differences in who they are, how they think, and their individual experiences. In order to create inclusive products, the company believes in including different people to increase its diversity.

Apple Inc. handled changes in demographics effectively since diversity enabled the company to manifest itself in the creation of a good reputation that increased opportunities and profitability for the workers. The company believes that promoting its diversity is essential within and outside the organization (Zhang, Wang, Zhang & Song, 2020). Apple Inc. also understands that changes in demographics due to increased workplace diversity result in increased sense of collaboration, increased exposure, and the development of its reputation to the public.

The changes in terms of increased diversity in the company were handled ethically in that the company believes in the promotion of an inclusive culture for all people. Apple promotes inclusion and diversity in a bid to bring people together (Apple, 2019). The company welcomes different beliefs and voices, and it is proud to hire and support qualified individuals from all races. Adopting an inclusive culture is not only ethical but facilitates the introduction of experiences, technical skills, and the aspect of collaboration in the company.

**Technology**

Technology is the main backbone of the company's operations. The company leads in the innovation and production of iPhone, iPad, and Mac, among other products owing to its ability to apply technology. It utilizes future technology to manufacture its products such as a computer, phones, and tablets, an aspect that sets it apart from its competitors. For instance, the company uses aluminum machining technology – a company’s secret – to manufacture its laptops, among other products. Additionally, its iPhone 4 has not faced any competition on exceptional Retina Display due to its ability to apply technology effectively.

Recently, the company unveiled new technologies, including *SwiftUI, ARKit 3, Reality Compose,* and *Reality Kit,* in a bid to improve the ability of developers to build advanced tools. Apple uses a robust collection of tools and resources such as the revolutionary Apple technologies and Swift programming languages to increase its innovation possibilities (Yoffie & Baldwin, 2018). Through efficient use of technology, the company has realized the best way to build exceptional applications that bring entertainment, information, and quality services to the consumers.

Change in technology does not affect the company's growth potential in that Apple’s innovation is dependent on new technology, which is often used years before it is unveiled to its rivals. This aspect enables the company to release exceptional products that are difficult to duplicate (Yoffie & Baldwin, 2018). For instance, after unveiling its iPhone, other manufacturers took more than a year to come up with iPhone clones. The company's secret is in its ability to access new technology early such that changes in technology are insignificant to the company's continuity. In the same manner, none of the company's competitors have managed to develop a sub-$500 tablet with the expertise in Apple's iPad.

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