



Report to the Apple Inc.

Azamat Amir
Feruzbek Rozmetov
Ilyas Turkestanov
Zamira Khairullayeva
Aigul Khairulla



Outline

Introduction

Strengths and Weakness Analysis - Internal Environment

Features of Apple's Organizational Structure

Technological Analysis

The advantage of the Apple Company's organizational structure

Decision Making

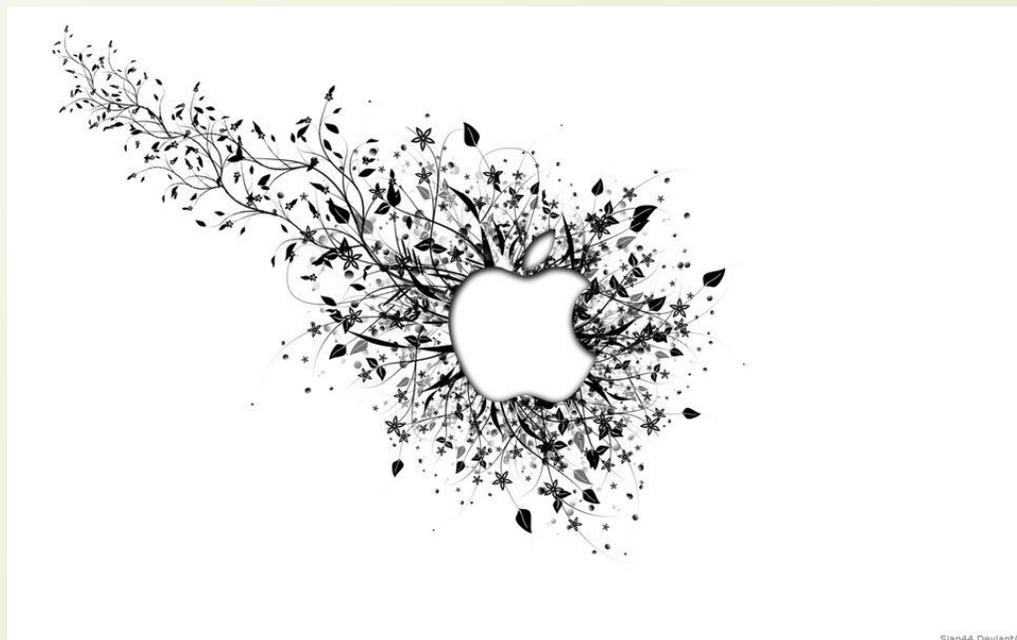
Political conflicts

Conclusion

References

COMPANY OVERVIEW

- Apple Inc. is a multinational corporation that designs, manufactures and markets personal computers, software, electronics and other creative devices.





Introduction



- Consumer Electronics Industry is very competitive
- Products can be looked at as a luxury and not a necessity.
- Demand is driven by the “desire” of the product not the “need”
- Demand for Apple products is expected to continue to grow rapidly

SWOT

Strengths:

- ❑ Retail Store
- ❑ Products/Branding
- ❑ Steve Jobs
- ❑ Marketing/
Advertising
- ❑ Innovation

Weaknesses:

- ❑ Non-Compatibility
- ❑ Price
- ❑ Proprietary



Opportunities:

- ❑ Stock Investments
- ❑ Jobs-Moving Up

Threats:

- ❑ Copy-Cat Products
- ❑ Market Share-PC's
- ❑ Too Broad
- ❑ Steve Jobs Health

Apple Inc. Organizational Structure: Features, Pros & Cons

Features of Apple's Organizational Structure

Apple's organizational structure enables the firm to continue innovating rapidly. The creation of new products like Apple Watch is linked to the support from the firm's organizational structure. The following are the most significant characteristics of Apple's organizational structure:

1. Spoke-and-wheel hierarchy
2. Function-based grouping
3. Product-based grouping





Advantages & Disadvantages of Apple's Organizational Structure

- **Strong Control.** The hierarchy in Apple's organizational structure supports strong control over the organization
 - **Limited Flexibility.** Apple's organizational structure has the downside of low flexibility. Hierarchy typically prevents lower levels of the structure to flexibly respond to business needs and market demands
- 



Technological Analysis

Information technology is highest earner for past a decade but only those companies have earned well who had innovated. Apple is a trend setter in consumer electronics business and had aggressive philosophy on innovation. It by offering unique and advanced technology retained 49% of its customers and convert 20% to iOS in year 2012-13 (Forbes2013).

Apple tangle with U.S over data access

- Apple's response: Its iMessage system was encrypted and the company could not comply
- Company officials have argued publicly that the access the government wants could be exploited by hackers and endanger privacy.



Characteristics in Apple's organizational culture

- Top-notch excellence
- Creativity
- Innovation
- Secrecy
- Moderate combativeness



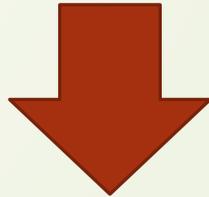
Power Distribution of Apple Inc.

- The company Cook inherited was broken up into specialized groups devoted to hardware, software design, marketing, and finance.
- “The only way you can pull this off is when everyone is working together well. And not just working together well but almost blending together so that you can’t tell where people are working anymore, because they are so focused on a great experience that they are not taking functional views of things.”
- Cook also continues to micromanage areas at Apple where he has the most expertise. He still holds Friday afternoon meetings with senior managers in charge of the company’s vast supply chain.

Decision Making of Apple Inc.

Levels of Decision Making in Apple Company:

□ Top Down

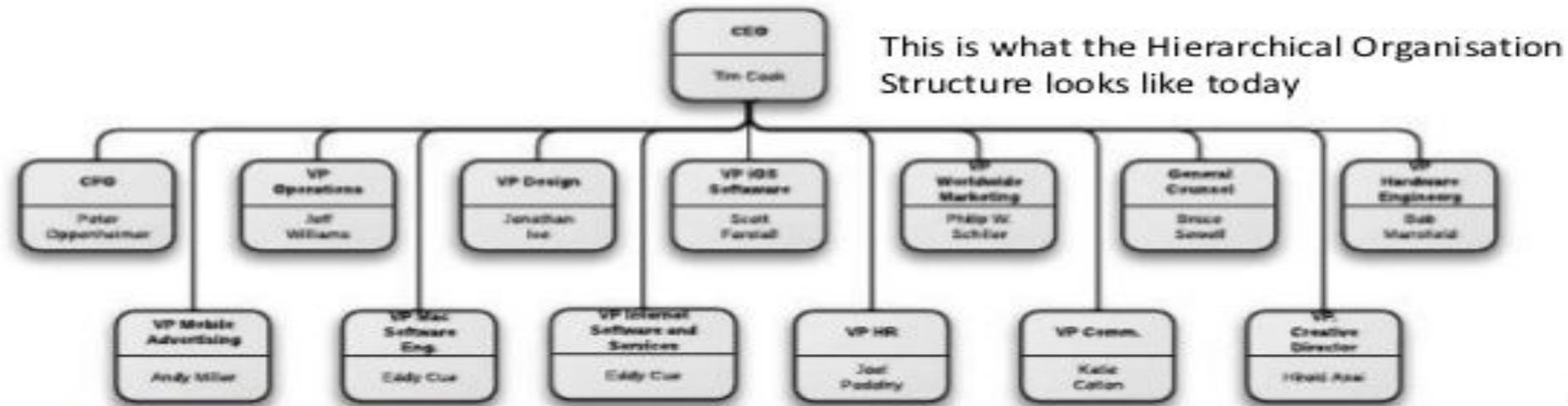


□ Bottom Up



Organisational Structure & Implications

There has been changes to the organisational structure of Apple Inc. Steve Jobs was the CEO of the company up until August 2011 when he resigned. Later that year he passed away, and Timothy Cook then took over as CEO of Apple Inc.



Tim Cook, CEO of Apple Inc today.



Executive Profiles



Tim Cook
CEO



Eddy Cue
Senior Vice President
Internet Software and Services



Craig Federighi
Senior Vice President
Software Engineering



Jonathan Ive
Senior Vice President
Design



Peter Oppenheimer
Senior Vice President and
Chief Financial Officer



Dan Riccio
Senior Vice President
Hardware Engineering



Philip W. Schiller
Senior Vice President
Worldwide Marketing



Bruce Sewell
Senior Vice President and
General Counsel



Jeff Williams
Senior Vice President
Operations



Four main external factors that place a big role in a company's decision-making process (PEST)

- Political
- Economic
- Social
- Technological factor



Conclusion :

- It is recommended that Apple along with cost minimization should work on price minimization.
 - Apple can decrease its future threat via increase investments, currently which is a billion dollar on yearly which is basically not sufficient.
 - Apple must broaden their board of directors to improve corporate governance.
- 

References

- Almasi, D. (2014). Apple's Fuel Cell Project Likely to Financially Benefit Al Gore: The Patriots. [online] Newpatriotsblog.com. Available at: <http://www.newpatriotsblog.com/news/apples-fuel-cell-project-likely-tofinancially-benefit-al-gore/> [Accessed 1 Aug. 2014].
- Apple Inc., (2014). Supplier Responsibility 2014 Progress Report. Supplier Responsibility Progress Reports. Cupertino, CA, USA: Apple Inc.
- Apple Inc., (2013). Form 10-K. Cupertino, CA, United States of America: Apple Inc.
- Dutton, J. (2014). On Sept. 15, Google Will Make A Massive Bet Against Apple's iPhone 6 Strategy. [online] Business Insider. Available at: <http://www.businessinsider.com/google-android-one-launch-2014-9> [Accessed 12 Aug. 2014].
- Nationalcenter.org, (2014). Conflict of Interest Concerns Escalate Over Apple Board Member Al Gore. [online] Available at: http://www.nationalcenter.org/PR-Gore_040912.html [Accessed 1 Aug. 2014].
- Schmeiser, L. (2008). Analysis: How Jobs' profile impacts Apple. [online] Macworld. Available at: <http://www.macworl>
- Torres, C., Garcia-French, M., Hordijk, R., Nguyen, K. and Olup, L. (2012). Four Case Studies on Corporate Social Responsibility: Do Conflicts Affect a Company's Corporate Social Responsibility Policy?. Utrecht Law Review, [online] 8(3), pp.51-73. Available at: <http://www.utrechtlawreview.org/index.php/ulr/article/view/205> [Accessed 14 Oct. 2014]. <http://www.utrechtlawreview.org/index.php/ulr/article/view/205> [Accessed 15 Aug. 2014].