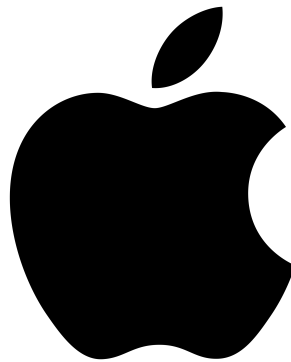


Strategic Management (LCMB7003)

Strategic Analysis of APPLE INC.



Student name: Sachin Rana

Student Number: 2208580

Lecturer: Gladius Kulothungan

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1.Introduction

Apple Inc. has transformed how we interact, have fun, and conduct business. Apple is the most valuable firm in the world, with a market valuation of over \$2 trillion. Its business strategy for luxury technology, which has helped it dominate the global technology market, is the foundation of its success. Apple's goal is to provide high-end goods with outstanding design and usability, supported by a solid brand image and marketing initiatives. We will examine the company's strengths and weaknesses, internal and external influences, and growth initiatives as we analyse Apple's strategic management strategy. In order to assess Apple's internal strengths and weaknesses as well as external opportunities and threats, we will first perform a SWOT analysis of the company. Next, we'll use tools like PESTLE analysis and Porter's Five Forces model to examine external factors that have an impact on Apple's operations and marketing initiatives. Additionally, we'll look at Apple's strategic assets, including its value chain and core competences. Finally, we will assess Apple's growth tactics, including market penetration, product creation, market development, and diversification, using the Ansoff Matrix as a framework. We seek to provide a thorough knowledge of Apple's strategic management strategy by looking at these elements, highlighting the crucial elements that have contributed to its success and flagging areas that may be improved.

1.1Apple Background

A multinational technology firm, Apple Inc. creates, develops, and markets computer software, consumer devices, and online services. Steve Jobs, Steve Wozniak, and Ronald Wayne established the business on April 1, 1976. It was formally incorporated on January 3, 1977. Early on, Apple concentrated on building personal computers, and its first offering was the Apple I, a motherboard sold separately from a monitor, keyboard, or enclosure. The Apple II, which was released in 1977 and became one of the first mass-produced personal computers, was the company's game-changing item. (Linzmayr (2004)

The Macintosh, introduced by Apple in 1984, was the first computer with a graphical user interface to be commercially successful. A significant product that contributed to Apple's establishment was the Macintosh, standing for being an innovator in the computer sector. Apple had financial issues in the 1990s and found it difficult to compete with Microsoft in the personal computer industry. (Linzmayr (2004)

With the release of the iPod, a portable music player that completely altered the music industry, the corporation did, however, make a comeback in the early 2000s. (Tibken, 2019) The 2007 introduction of the iPhone, which revolutionised the smartphone market, came next. Apple has since introduced the iPad, Apple Watch, and other products and services as part of its ongoing innovation and product line expansion. With a market capitalization of more over \$2 trillion as of 2021, the company has also grown to become one of the biggest technology corporations in the world.

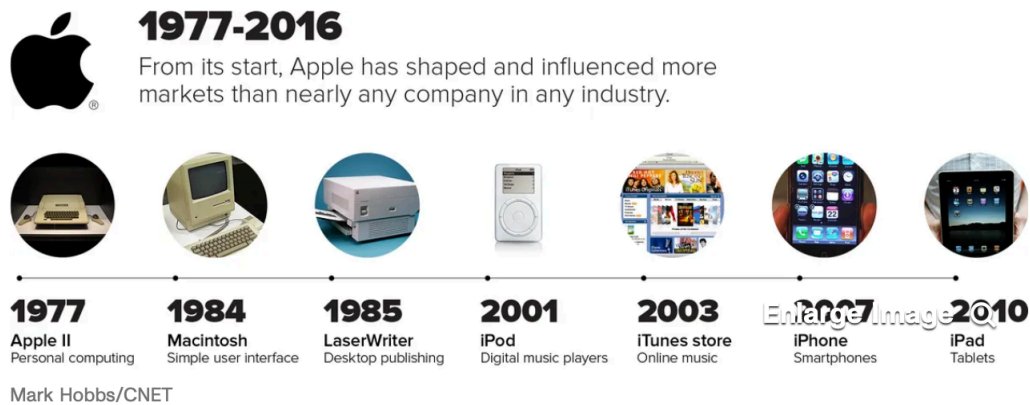


Figure1: Apple background.
Source:(Tibken, 2019)

1.2 Apple Mission and Objectives

"Apple creates OS X, iLife, iWork, Macs, the best personal computers in the world, and Mac PCs. Apple, with its iPods and iTunes online store, is at the forefront of the digital music revolution. With the groundbreaking iPhone and App Store, Apple has transformed the mobile phone, and the iPad is defining the future of mobile media and computing devices. Apple (2023)

Mission-wise, Apple's long-term mission is to keep building its clientele and entering new areas while upholding its reputation for excellence and innovation. Apple has set a number of specific goals for itself, including:

Continue to create cutting-edge items that satisfy customers' changing wants. Expanding into new product categories and markets, like wearable technology, home automation, and automobiles. Expanding its services division, which offers products like Apple Music, Apple Pay, and the App Store. By providing great design, user interface, and customer service, we can improve the customer experience. the upkeep of a sound financial standing and the return of value to shareholders via dividends and share buybacks.

Overall, Apple's mission and goals show its dedication to innovation, high standards, and client pleasure. The company. Is being at the forefront of development and influencing devilmnt including the direction of the technology sector.

2. Marketing Environment.

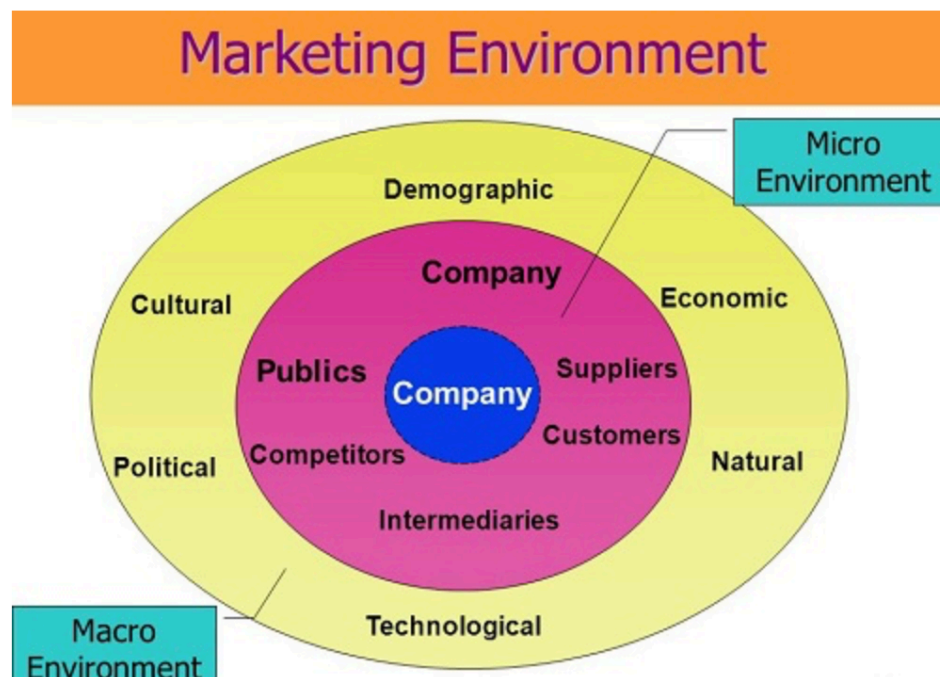


Fig2: Marketing Environment

SOURCE:(Scot, 2020)

The term "marketing environment" describes the external forces and variables that have an impact on a company's capacity to successfully advertise and sell its goods and services to its target market. The macro environment and the micro environment can be used to categorise these aspects.

Macro environment: The bigger societal forces that have an impact on a company's operations and marketing strategies are included in the macro environment. These include things like social aspects, economic situations, political and legal aspects, technological developments, and trends in the population. Changes in economic conditions, adjustments in consumer behaviour and preferences, and technological improvements, for instance, can all have a big impact on a company's marketing plans and overall success.

Micro environment: The elements that directly influence a company's operations and capacity to meet the needs of its target market are included in the micro environment. Suppliers, clients, rivals, distributors, and other stakeholders are some of these variables. For instance, a

shift in customer tastes or competition strategies can have an impact on a company's marketing and sales efforts, while a change in a supplier's pricing or delivery schedule might have an impact on a company's ability to manufacture and distribute its products. Companies can better predict and respond to changes and problems that have an influence on their operations and marketing efforts by knowing the marketing environment. As a result, they may be able to create marketing plans that are more successful, forge closer connections with key stakeholders, and ultimately accomplish their business goals.

2.1 Macro- Environment Analysis of Apple

The three main areas are the focus of Apple Inc. Initially, expanding its product lines and adding additional innovations. Every year, Apple Inc. introduces a brand-new product generation. By enhancing performance and incorporating new technology into the devices, manufacturers can outperform competitors in the markets for computers, tablets, and mobile phones. Second, Apple Inc. regularly develops new items to capture market share. The Apple Watch and Apple Pay have emerged as the industry's leading goods and ideas. Customers are ready to spend money on services and cutting-edge technology to enhance their lives. Apple Inc. will eventually be a competitor in both the traditional and new energy vehicle markets. As a result, Apple Inc. (Zhang, 2018)

Economic considerations: Exchange rates, inflation, and interest rates are just a few examples of the economic factors that have an impact on Apple's financial success in the areas in which it competes. Consumers may be more price-sensitive in uncertain economic times, thus the company's pricing strategy must take that into account.

Social factors: Changes in customer preferences and trends, particularly in areas like design, sustainability, and social responsibility, may have an impact on Apple's strategy. The corporation has also come under fire for its supply chain management and labour practises, which can hurt its reputation and brand image. Here are some key consideration in each of these factor in relation to Apple strategy. (Zhang, 2018)

Environmental considerations: Consumers are becoming more concerned about the environment, and Apple has taken steps to lessen its impact with programmes including using renewable energy, recycling, and trash reduction. The company's strategy must keep placing a high priority on environmental responsibility and sustainability.

A macro environment study reveals that Apple's strategy must include a variety of external issues, including political, economic, social, technological, environmental, and legal considerations. Apple can continue to be successful in a market that is continuously changing by remaining aware of these issues and adjusting its strategy accordingly.

2.2 PESTEL Analysis

In order to perform a PESTLE study of Apple as a luxury brand, we must look at the macroenvironmental elements that have influenced its development. The acronym PESTLE offers a framework for examining a company's external environment. PESTLE stands for Political, Economic, Social, Technological, Legal, and Environmental issues.

Political: Apple is subject to government rules in areas like privacy, data protection, intellectual property, and product safety because it operates in a sector that is heavily regulated. The business has

developed strong ties with governments all around the world and has been effective in lobbying for favourable rules and tax laws.

Economically speaking, Apple is a highly profitable business that places a priority on innovation and quality. It has a following of devoted clients and a standing for creating high-end, opulent goods. Apple has been successful in preserving its market share despite the high cost of its goods thanks to its reputation for quality and customer service.

Social: Apple's capacity to produce items that are both cutting-edge and fashionable is directly related to its brand image. The business places a lot of emphasis on design, and it is well renowned for its sleek, minimalist style. Apple has been effective in marketing its products to a variety of clients, and the company's brand has long been associated with creativity and innovation.

Technological innovation is led by Apple, which places a high priority on developing products that are both cutting-edge and user-friendly. The business places a priority on research and development, and it is known for pushing the limits of what is practical in terms of technology.

Legal: Apple is bound by a number of laws, including those relating to labour, consumer protection, and intellectual property. The business has created a solid legal team to ensure compliance and has been successful in negotiating these requirements.

Environment: Apple has taken the initiative to address environmental issues, placing a big emphasis on sustainability and renewable energy. The corporation has made significant investments in renewable energy sources like solar in an effort to reduce its carbon impact.

As a result of its emphasis on innovation, design, and quality as well as its strong government partnerships and investments in sustainability, Apple has emerged as a luxury brand. The business has created a devoted customer base that is prepared to pay a premium for its products and has successfully negotiated the macroenvironmental conditions that have led to its success.

2.3 Micro-Environment Analysis

An examination of Apple's microenvironment would concentrate on the internal elements that have helped make it a successful luxury brand. Customers, suppliers, competitors, and other stakeholders are included in this.

Competitors: Samsung, Google, and Microsoft are just a few of the well-known companies in Apple's fiercely competitive market. However, by emphasising innovation, design, and user experience, Apple has been successful in setting itself apart from its rivals. Additionally, the business has created a strong brand identity, which has enabled it to hold onto its market share.

Customers: Apple has a devoted following of buyers who are willing to pay more for its goods. The business has been successful in establishing a brand identity that is linked to excellence, innovation, and style. Apple has created outstanding customer service and post-sale support relationships with its clients.

Suppliers: Apple's ability to maintain control over the quality and design of its goods is a result of the solid connections it has developed with its suppliers. In order to control expenses, the company has also been successful in securing advantageous arrangements with its suppliers.

Apple has a wide variety of stakeholders, including its workers, shareholders, and the communities where it conducts business. The business has been successful in managing these stakeholders' interests while continuing to put an emphasis on innovation and quality. Apple has also taken initiative to address social and environmental issues, which has contributed to the development of a favourable brand image.

In conclusion, a mix of internal and external variables led to Apple's success as a luxury brand. By concentrating on innovation, design, and user experience while also forging solid ties with its clients and suppliers, the company has set itself apart from its rivals. Apple has also taken initiative to address social and environmental issues, which has contributed to the development of a favourable brand image.

2.4 Porter's Industry Five Forces Analysis

The Porter's forces that impact the profitability and success of the company would be taken into account in a Five Forces study of the Apple sector. Michael Porter created the Five Forces model, which comprises the following forces:

Threat of new entrants: Because there are many barriers to entry in the computer and smartphone industries, the threat of new entrants is very low. These obstacles include economies of scale, exclusive technology, and large capital expenditures for manufacturing, marketing, and research & development. (Team, 2021)

Supplier bargaining power: Because of its size and scope, Apple has a substantial degree of bargaining power over its suppliers. Because a sizable percentage of the company's revenue is derived from its suppliers, Apple has a negotiating advantage when settling on terms and prices.

Buyers' negotiating strength: Because there are many alternatives to Apple's products and there is fierce industry competition, Apple's customers have a lot of negotiating power. To counteract this

bargaining power, Apple has been successful in establishing a strong brand identity and client devotion.

Threat of substitutes: Due to the availability of alternatives from rival companies, the threat of substitutes for Apple's products is significant. With a focus on design, innovation, and user experience, Apple has succeeded in setting itself apart from its rivals.

Due to the enormous number of competitors and the similarity of their products, there is a high level of fierce rivalry in the computer and smartphone industries. The rivals of Apple include SAMSUNG, MICROSOFT, HUAWEI, ETC..

2.5 Internal Analysis

Apple's internal examination of Porter's Five Forces would take into account the company's advantages and disadvantages in relation to each of the five forces. Among the most important things to think about are the following:

Threat of new competitors: New competitors find it challenging to compete with Apple due to the company's strong brand identification and dominant market position. Additionally, the company's substantial investment in research and development as well as its strict intellectual property protection policies make it challenging for rivals to copy its products.

Supplier negotiation power: Because only a few important suppliers play a large role in Apple's supply chain, these companies have a lot of negotiating sway. However, this risk is reduced by Apple's solid financial standing and sophisticated supply chain management system. Apple has great negotiating leverage with customers thanks to its highly differentiating products and distinctive brand. The company's high prices, however, can reduce their appeal to some customer groups.

Substitute threat: Because Apple's goods are so distinctive, there is less of a threat from alternatives. Additionally, it is challenging for rivals to provide identical items due to the company's strong brand identification and devoted consumer base.

Competitive rivalry: Apple is up against fierce competition in the technology sector, especially from firms like Samsung and Google. But the business's strong brand identity and innovation skills enable it to keep a commanding market position.

In summary, Apple's internal analysis of Porter's Five Forces suggests that the company has significant strengths in areas like brand identity, innovation, and intellectual property protection, which help to reduce the risks related to supplier bargaining power and the threat of new entrants. However, the business must contend with issues including high costs and fierce competition, which could reduce its market share in some sectors.

3. Apple's Strategic Resources and Capabilities

The following strategic assets and competencies of Apple play a significant role in the success of the company:

- Apple's creative product designs and premium pricing approach have helped to establish a strong brand recognition for the company. The company has been able to stand out from rivals and build a devoted consumer base because to its reputation.
- Apple has a sizable portfolio of patents and trademarks that shield its goods and innovations against copying and infringement by rivals. This intellectual property is a priceless strategic asset that gives Apple an edge over rivals in the tech sector.
- Apple has a sizable budget for research and development, which enables the business to constantly innovate and create new products and technology. This skill is a valuable strategic resource.. This skill is a tactical tool that aids Apple in staying one step ahead of rivals and preserving its market share.
- Supply chain management: Apple has a strong system in place for managing its supply chain, which helps the business efficiently run its manufacturing and shipping operations. This capability is a strategic resource that helps Apple to save costs, boost productivity, and raise the calibre of its products.
- Design and appearance: Apple products are renowned for their svelte appearance. This skill is a strategic asset that helps Apple stand out from rivals and draw in clients that value fashion and design.
- Marketing and branding: Apple's marketing and branding initiatives are lauded and support the development of brand recognition and brand loyalty. This capability is a tactical tool that permits Apple to keep its Boost market position and customer retention.

3.1 Value Chain Analysis

Value chain analysis is a tool used to pinpoint the business processes that provide value for customers and ultimately result in revenue. The value chain for Apple consists primarily of the following activities:

Inbound logistics: A crucial link in Apple's value chain is its supply chain management system. To ensure the prompt supply of high-quality parts and materials, the company maintains tight relationships with its suppliers.

Design, development, and production of Apple's products are all part of its operations. One of the company's primary differentiators and a source of added value for clients is its emphasis on product design and aesthetics.

Distribution and delivery of Apple's products to retail establishments and customers are included in the company's outbound logistics. The business can reach a wide audience because to its broad retail network and online sales channels.

Apple's marketing and sales initiatives are aimed at fostering customer loyalty and brand recognition. The business's marketing and sales efforts are aided by its advertising campaigns, product releases, and customer

service. After-sales support and service are essential parts of Apple's value chain. The business provides customer support through its brick-and-mortar locations, online resources, AppleCare programme, and other means. The value chain of Apple also includes a number of support operations in addition to these key ones: **Purchasing:** Apple's purchasing activities entail locating premium parts and supplies from vendors. To guarantee that suppliers adhere to its quality and sustainability criteria, the company works closely with them. **Technology development:** Apple's research and development activities focus on creating new products and enhancing current ones. To stay ahead of rivals and keep its market position, the corporation makes significant investments in R&D.

Human resource management: At Apple, hiring, training, and staff retention are all part of the human resource management process. The business's emphasis on employee growth and engagement helps it stay innovative and sustain its competitive advantage.

Apple's value chain study concludes by highlighting the company's advantages in a variety of fields, including supply chain management, product design, marketing and sales, and after-sale service and support. Apple is able to add value for customers and make money by utilising these strengths and making ongoing investments in its technology development and human resource management capabilities.

3.2 Primary Activities

Apple's inbound logistics efforts include locating and acquiring the components, raw materials, and other inputs required for the production of its goods. To guarantee that suppliers fulfil its quality standards, sustainability objectives, and delivery criteria, the organisation works closely with them. As a result, Apple can keep its prices under control and maintain a dependable supply chain.

Design, development, and production of Apple's products are all aspects of its operations. One of the company's primary differentiators and a source of added value for clients is its emphasis on product design and aesthetics. High quality control standards throughout Apple's operations help to guarantee that its goods meet or surpass consumer expectations.

Logistics for departure: Distribution and delivery of Apple's products to customers are included in the company's outbound logistics activities. The business has a sizable and effective distribution network that consists of brick-and-mortar stores, online sales channels, and collaborations with other retailers. Apple can now reach a huge customer base and offer a seamless purchasing experience thanks to this.

Marketing and sales: Apple's marketing and sales initiatives are aimed at fostering customer loyalty and brand recognition. The company's marketing and sales operations are aided by its advertising campaigns, product releases, and customer assistance. As it strengthens the company's brand image and fosters a sense of quality and exclusivity, Apple's premium pricing plan is a crucial component of its marketing and sales strategy.

Service: A crucial link in Apple's value chain is its service operations. The business provides after-sales support and service via its physical stores, internet platforms, and AppleCare programme. This increases the likelihood of client pleasure and loyalty while also bringing in more money for the business.

In conclusion, Apple's main activities in the VCA are focused on delivering value to customers by ensuring dependable supply chain management, superior product design and production, effective marketing and sales, and first-rate after-sales service and support. Apple is able to keep its competitive edge and make money by utilising these core business operations and making ongoing investments in its technology development and human resource management capabilities.

3.3 Secondary Activities

In the perspective of Value Chain Analysis (VCA), Apple's auxiliary activities in addition to the primary ones include:

Purchasing: Apple's purchasing efforts include locating and acquiring the components, raw materials, and other inputs required for the creation of its goods. To guarantee that suppliers fulfil its quality standards, sustainability objectives, and delivery criteria, the organisation works closely with them. Apple is able to reduce expenses and keep a dependable supply chain by managing its procurement procedures well.

Technology development: Apple's research and development activities focus on creating new products and enhancing current ones. To stay ahead of rivals and keep its market position, the corporation makes significant investments in R&D. Apple is able to innovate and release new items on a constant basis.

Apple is able to set itself apart from rivals and provide customers additional value.

Human resource management: At Apple, hiring, training, and staff retention are all part of the human resource management process. The business's emphasis on employee growth and engagement helps it stay innovative and sustain its competitive advantage. Apple's human resource management strategies, which prioritise teamwork and a dedication to quality, also support the company's innovative and creative culture.

Development and upkeep of Apple's physical and technological infrastructure, including its retail shops, data centres, and other facilities, are part of the company's infrastructure activities. The organization's infrastructure is essential to its operations and allows it to provide clients with high-quality goods and services.

Apple is able to support its major activities and generate value for customers by managing these auxiliary activities well. For instance, Apple is able to sustain its competitive advantage and

consistently roll out new products and features that satisfy customer needs by investing in technology development and human resource management. In a similar vein, Apple is able to guarantee optimal operations and keep expenses under control by effectively managing its infrastructure and procurement procedures.

4. VRIO Analysis of Distinctive Resources and Capabilities

VRIO analysis is a strategic tool used to evaluate the internal resources and capabilities of a company. It stands for Value, Rarity, Imitability, and Organization. Each of these elements helps assess the competitive advantage of a company's resources and capabilities. (Strategic Management Insight, 2023). The VRIO analysis is often used as a part of a broader strategic analysis, such as a SWOT analysis.

Here's a VRIO analysis of Apple Inc:

	VALUE	RARE	INIMITABLE	ORGANISATION
Technology	Global leader in technology			
Financial performance	Brand value of \$300 billion			
Competitive advantage		Closed ecosystem	Design and Hardware integration	
Product development				Product launch, positive culture

Fig 4: VRIO Analysis of Apple

- **Value:** With a brand worth of more than \$300 billion, Apple has one of the most valuable names in the world. As a result of its design prowess and ground-breaking products like the iPhone, iPad, and Mac, the corporation has emerged as a significant worldwide technology leader. Additionally enhancing the company's value are its solid financial results and devoted clientele. With Apple Care and recovery services, Apple's post-purchase service quality is also commendable (Apple, 2023).

- **Rarity:** Apple has a competitive advantage owing to its unique design capabilities and software ecosystem. Its attention to design, user experience, and detail is unmatched in the tech sector. Competitors find it challenging to imitate Apple's seamless software and hardware integration because to its closed environment.
- **Imitability:** Many rivals have tried to copy Apple's products and design ethos, but few have been able to match its success. Although rivals have been able to produce comparable goods, Apple's brand recognition, innovation, and user experience are difficult to match.
- **Organization:** A major contributing aspect to Apple's development into a true technology behemoth is its organisational structure. The business is renowned for using top-down management. In addition, a key organisational element in its success is its culture of secrecy and product development process.

5. SWOT Analysis

The following is a SWOT analysis of Apple Inc.

SWOT analysis is a strategic tool used to evaluate the strengths, weaknesses, opportunities, and threats of a company. It is a structured approach to analysing a company's internal and external factors that may affect its current and future performance (Business New Daily, 2023).

STRENGTHS	WEAKNESSES
• Strong brand reputation and customer loyalty.	• High product prices that may limit market penetration (Business Insider, 2020).
• Innovative products and design expertise.	• Heavy dependence on the iPhone for revenue (The Street, 2016).
• Strong financial performance and large cash reserves	• Limited product portfolio compared to some competitors (LinkedIn, 2020).
• Closed ecosystem that creates high switching costs for customers (Forbes, 2012).	• Reliance on a single manufacturing supplier for some components (Forbes, 2023).
• Large and loyal developer community supporting its software and services (Apple, 2023).	

OPPORTUNITIES	THREATS
Expansion into new markets such as healthcare and automotive	Intense competition from established players such as Samsung and Google
Development of new products and services such as wearables and augmented reality	Growing competition from Chinese smartphone manufacturers (CNN, 2022).
Expansion of its services business such as Apple Music and Apple Pay	Increasing regulatory scrutiny of its app store and other practices
Growth in emerging markets such as India and China	Supply chain disruptions and rising component costs

Fig 5: SWOT Analysis

With strong brand reputation and customer loyalty, new opportunities and threats are unveiled for its growth and development. The company has several opportunities for growth, including expanding into new markets and developing new products and services.

6. Strategies to Sustain Competitive Advantage

To understand Apple's competitive advantage, here are some uniqueness drivers that apple has implemented to provide a top-notch experience to its customers with its devices:

- **Focus on design and innovation:** Apple is renowned for placing a strong emphasis on design and innovation. The business makes significant R&D investments to create new goods and technology, which helps it keep a competitive advantage. The capacity of Apple to produce goods with distinctive designs and exceptional user experiences has been a significant influence in its current success.
- **Closed ecosystem:** Apple's hardware and software have created a closed ecosystem. Customers have a seamless experience owing to this strategy, which makes it difficult for other businesses to imitate. Apple's ecosystem consists of its hardware (iPhone, iPad, Mac), apps, and operating systems (iOS and macOS). Additionally, the isolated ecosystem makes switching expensive and increases consumer loyalty.
- **Premium pricing:** The high cost of Apple products is well recognised and contributes to the image of exclusivity and superior quality (Apple, 2023). Because it is based on the value that consumers place on the company's products, the pricing approach has been beneficial for the business. Apple's premium price also contributes to the company's strong profit margin.
- **Diversification:** The high cost of Apple products is well recognised and contributes to the image of exclusivity and superior quality. Because it is based on the value that consumers

place on the company's products, the pricing approach has been beneficial for the business. Apple's premium price also contributes to the company's strong profit margin.

- **Vertical integration:** Due to its high level of vertical integration, Apple has control over a number of supply chain components. For instance, the corporation controls its own retail outlets and creates its own processors. Costs are decreased and efficiency is increased as a result of this vertical integration. It also enables Apple to keep a tight grip on the calibre of its goods and services.

		Competitive advantage	
		Lower cost	Differentiation
Competitive scope	Broad Target	Huawei, Lenovo	Samsung Sony
	Niche	Xiaomi	Apple

Fig 6: Apple's Competitive strategy and its positioning in the Smartphone industry

As shown in the figure, Apple prices niche products/services with a differentiation competitive advantage. Apple Inc. has established a differentiation strategy, a form of competitive strategy that focuses on providing customers with exceptional and distinctive goods and services. The differentiation approach is centred on developing goods that consumers will pay more for because they believe they are special and superior to those of rivals.

The company's design philosophy is based on minimalism, elegance, and simple functionalities. The company's focus on design has helped to create products that are not only visually appealing but also easy to use. Apple's products are designed to provide a superior

user experience. The company's focus on user experience has helped to create products that are intuitive, easy to use, and reliable. Apple's operating systems (iOS and macOS) are known for their ease of use and simplicity.

7. Growth Strategies

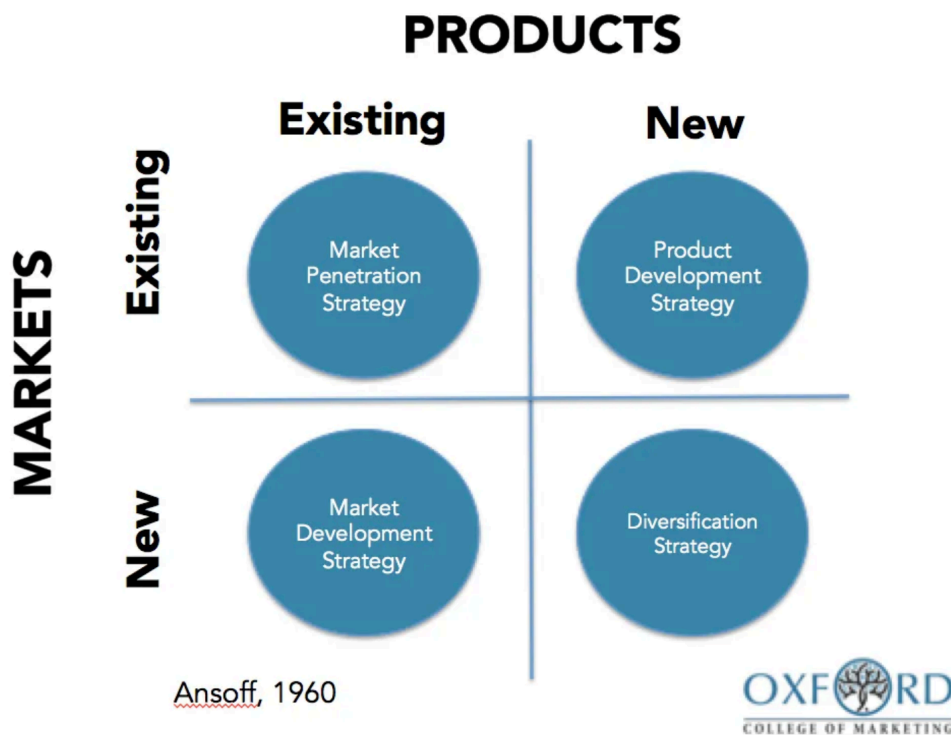


Fig 7: Ansoff Matrix
SOURCE : (Barrington, 2020)

The **Ansoff Matrix** is a strategic framework that aids businesses in deciding on their growth plan by examining their current markets and products/services. The Ansoff Matrix can be used to analyse Apple's growth plans in the following way:

Market penetration: Increasing sales of Apple's current products to its present client base has been the company's main growth strategy. This has been made possible by Apple's enormous retail network, online sales channels, and continual efforts to enhance its goods and services in order to keep current clients. Apple, for instance, regularly introduces new iterations of its iPhones and other products, which are avidly awaited by its consumer base.

Product development: By releasing new items to its current market, Apple has also pursued product development as a growth strategy. This has included adding wearables like the Apple Watch to its product range in addition to desktops and mobile devices, as well as launching new services like

Apple Music and Apple TV+. Apple has been able to successfully launch new goods on the market by capitalising on its current customer base and brand recognition.

Market expansion: By entering new geographical areas and client groups, Apple has also sought market expansion as a growth strategy. For instance, Apple has increased its presence in developing nations like China and India and has targeted businesses with its Apple Business Manager platform. By varying its clientele and geographical Apple has been successful in expanding both its revenue and consumer base.

Diversification: By entering new markets and product categories, Apple has also pursued diversity as a growth strategy. The corporation has been investigating the advancement of augmented reality (AR) technologies and driverless vehicles, for instance. Apple is able to make investments in new markets with the potential to spur future growth by utilising its technological know-how and financial resources.

8.Green strategy and CSR

Throughout the lifecycle of a product, Apple strives to minimise waste and reduce its carbon footprint. By 2030, the corporation wants to have a net-zero carbon footprint. Apple is making significant investments in renewable energy and uses only renewable energy in all of its businesses. Through product design, manufacture, and shipping, the business is also lowering its energy usage and carbon emissions.(Apple, 2023b)

Apple's green strategy is also visible in the way its products are marketed and designed. The business places a strong emphasis on the use of recycled materials in its goods, including recycled plastic in iPhone cases and recycled aluminium in MacBooks. Apple offers programmes for users to recycle their old electronics and encourages customers to do s

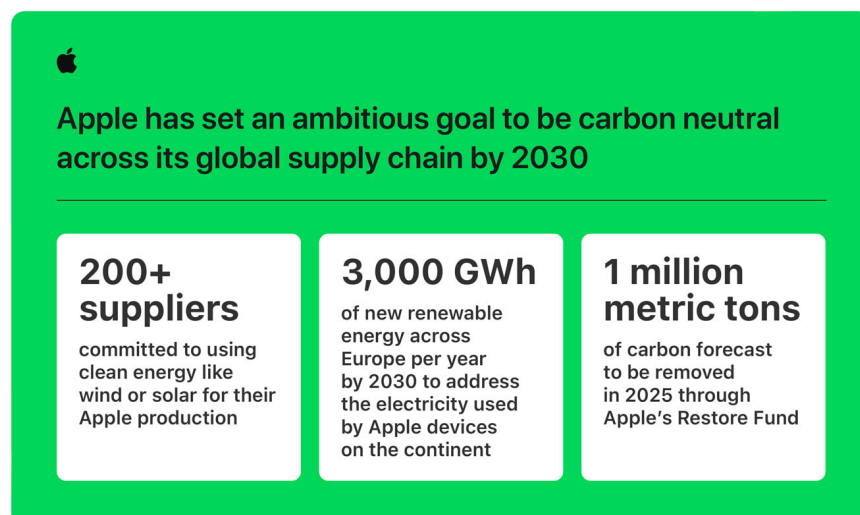


Fig8:Apple future goal
Source:(Apple, 2023b)

8.1 CSR

A key component of Apple's business strategy is corporate social responsibility (CSR). The business is dedicated to acting as a good corporate citizen and making a positive impact on the communities in which it operates. Apple's CSR programmes are centred on issues including supply chain accountability, labour rights, and environmental sustainability. In all aspects of its operations, the company is dedicated to using renewable energy, lowering its carbon footprint, and minimising waste. In order to assure compliance, Apple also sets tight guidelines for the treatment of workers in its supply chain. Apple has also launched programmes to promote community growth, environmental preservation, and education. Apple is exhibiting its dedication to having a positive influence and helping the greater good by giving CSR a high priority. Additionally, this strategy fits with Apple's general sense of innovation, excellence, and social responsibility for the brand. (Apple Corporate Social Responsibility (CSR), 2021)



Fig8.1:CSR

Source:(Corporate Social Responsibility - A Simple Guide | TheGivingMachine, 2022)

9. Recommendations

Here are some managerial concepts and approaches Apple Inc. can use to strengthen its present market position and keep up with the competition:

- **Focus on Innovation:** In order to be competitive, Apple should maintain its focus on innovation. The business should spend money on R&D to create fresh goods and services that meet shifting consumer demands and preferences. Apple should concentrate on enhancing its current devices with fresh functionality and features.
- **Expansion:** Apple should investigate new areas and regions in order to increase its clientele and revenue sources. The business should carry out market research to find new prospects and create regionalized goods and marketing plans to meet regional customers' wants and demands.
- **Strong Partnerships:** In order to increase the effectiveness of its supply chain and distribution channels, Apple should build strong relationships with its suppliers, distributors, and other stakeholders. This will assist the business in cutting expenses, enhancing product quality, and guaranteeing on-time delivery of its goods.
- **Boost Customer Experience:** By offering excellent customer service, individualised marketing, and product support, Apple should put its attention on improving the consumer experience. In order to interact with customers and establish a strong brand identity, the business needs also invest in social media marketing and digital marketing.
- **Sustainability:** Apple should give sustainability top priority in both its business practises and product development. By doing this, the business will be able to lessen its environmental impact and appeal to customers who are becoming more environmentally sensitive. Apple may accomplish this through utilising sustainable materials in its products, cutting back on waste, and employing renewable energy sources.
- **Build Robust Ecosystems:** Apple has to build robust ecosystems for its goods and services. The business should keep integrating its goods and services to give customers a smooth experience. This will aid the business in retaining and gaining new customers.
- **Maintain a Strong Brand:** Apple should continue to invest in activities that help strengthen its brand, such as sponsorships, events, and advertising. Additionally, the business should put its efforts into developing a distinctive brand experience that is consistent at all touchpoints and appeals to customers.
- Apple may strengthen its current market position and maintain an advantage over the competition by adhering to these managerial best practises and tactics. Long-term business growth and the maintenance of the company's competitive advantage will be made possible by these recommendations.

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10. Conclusion

The report has focused on analysing the current positioning of Apple Inc. through macro-and micro environmental factors. Followed by a SWOT analysis, company's core strengths and weaknesses are employed to understand the future opportunities and threats that it can face. By the application of theoretical strategies, a complete analysis of Apple's market strategies, competitive advantage examined. Clear recommendations are also made for Apple Inc. to strengthen its position in the tech and smartphone industry.

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