

STRATEGIC MANAGEMENT: CASE STUDY ANALYSIS OF APPLE INC

Executive summary

The report here provides strategic management of Apple and its business profitability. Problems with strategic management could reduce employee motivation and impede the productivity of this corporation. The study's focus is on how strategic management might be applied to Apple. The strategic management tissues also provide numerous risk factors that have an impact on long-term business performance. Internal as well as external analysis has been done perfectly in this report. The use of porter five forces can allow the company to analyze their competitors. Market management is a tedious job for marketers and it involves prior monitoring of marketing operations for business for a gain of success for corporate business activity in a deliberate way.

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1. Introduction

Strategic management helps the business organization to find a proper direction for recognizing the business goals and evaluating business opportunities. Strategic management defines developing and implementing strategic plan for an organisation that helps to achieve goals and objectives in short time. The following study is going to explore the strategic management of Apple along with its internal and external business factors analysis. This study will focus on strategic management issues that are faced by Apple. Moreover, this study will predict the strategies to improve the strategic analysis and to improve the quality of the strategic approaches. The report focuses on strategic management implies a company organization's full management structure and the achievement of Apple's major objectives.

2. Case Overview

Apple is one of the multinational technology companies headquartered in California in the US. The mission of Apple is to bring better experiences for customers by providing exclusive hardware, software, and inclusive services. Apple is trying to make these products to develop the customer needs to make the earth better.

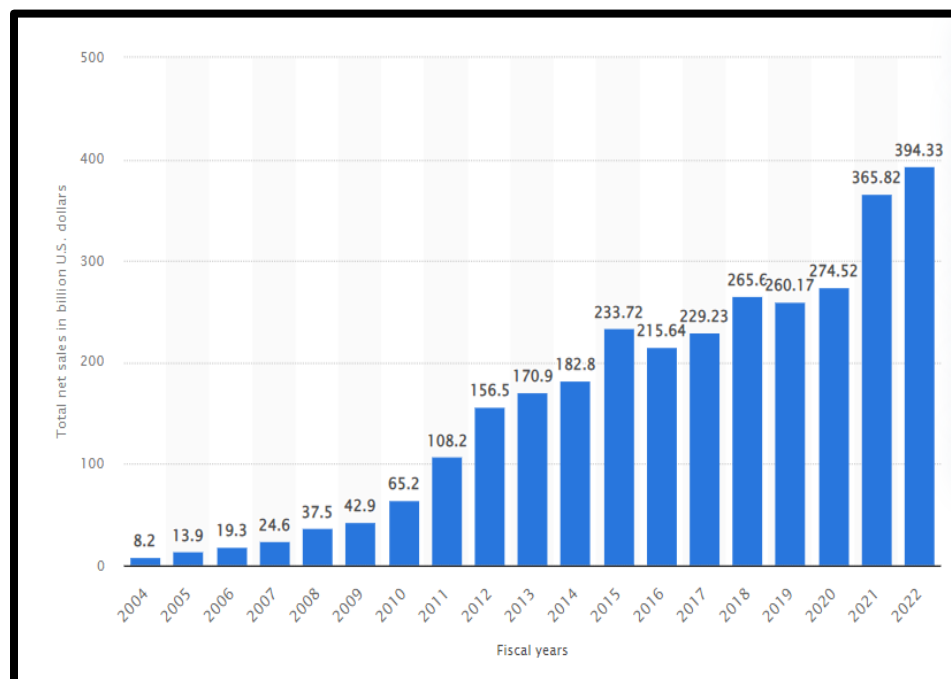


Figure 1: Revenue of Apple

(Source: Statista, 2023)

Considering the above figure, the revenue of Apple is considered to be near about US\$394.33 billion and about 164,000 employees are working in this organization to deliver better services to customers across the entire world (Apple, 2023). The crucial public policies in the business organization can be addressed by the problems in strategic management.

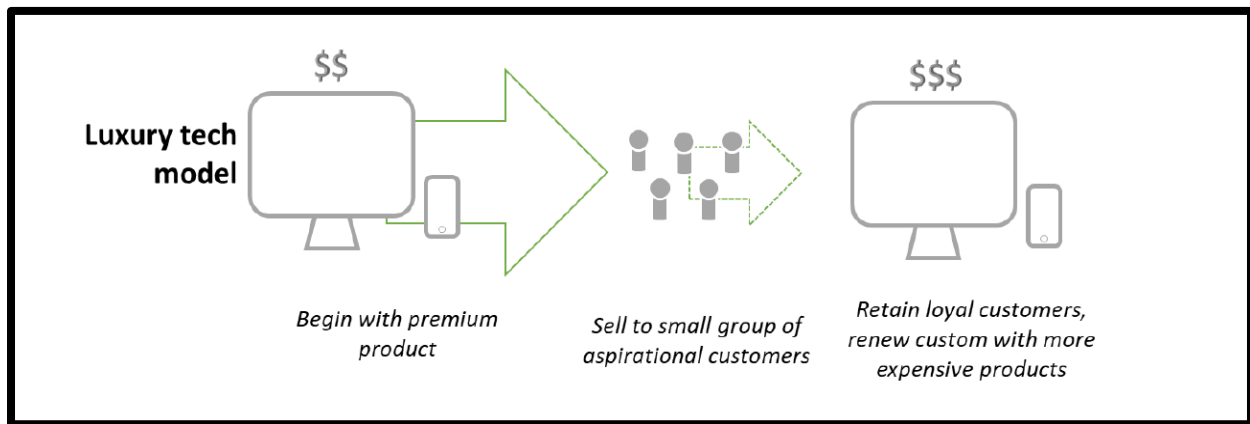


Figure 2: Analysis of the LTech Business Model

(Source: Apple Inc, 2023)

Based on the provided case study, it has been observed that Apple is trying to make its perfect business analysis by developing a luxury tech business model. As per the view of Madauet *al.* (2020), strategic business models can enhance the efficacy of business products and integrate tech products in creating a marketable lifestyle. The use of this business model makes Apple extraordinary from all of its competitors like Samsung, and Google's Android system.

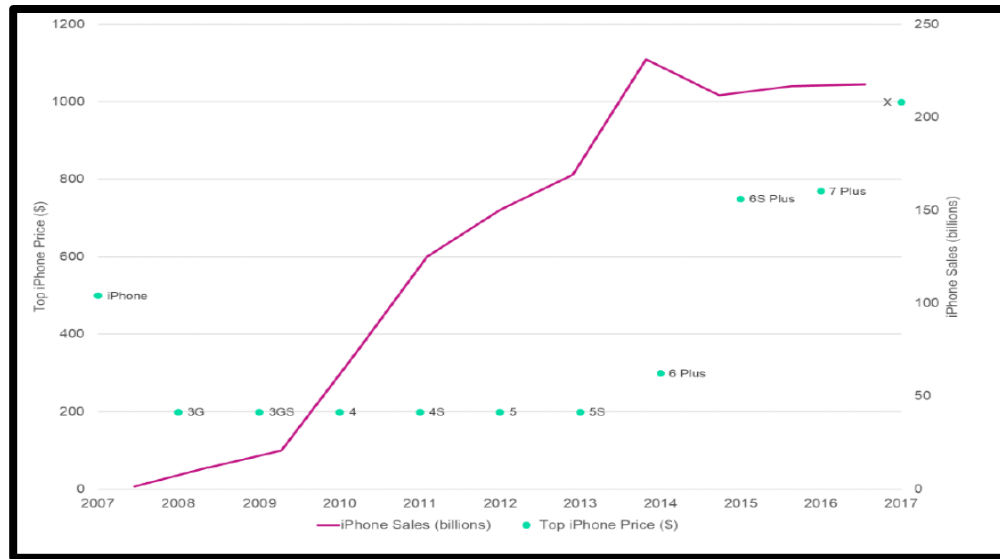


Figure 3: Market Analysis of Apple based on iPhone Sales and Top iPhone Prices

(Source: Apple Inc, 2023)

Since the release of the first iPhone Apple has been recognized as one of the most profitable companies in the entire world. The features of the successful LTech model helped Apple to generate high iPhone sales and held the peak price each year to sell iPhones.

Based on the case study, it has been found that Apple is going to focus on developing IoT for enhancing the high-speed 5G connection and it will be suitable for the Rar strategy of Apple. This will be able to uplift the capacity of MP3 Players including the capacity of tablets and smartphones.

3. Internal analysis

Strengths	Weaknesses
● Strong brand reputation with technological excellence ● Innovation of new products and services (Nandalet <i>et al.</i> 2020) ● High-quality products ● Financial stability	● Lack of innovative products in recent years ● Lack of Compatibility ● High pricing strategy
Opportunities	Threats
● Using AI technologies ● Uplifting demand for cloud-based services ● Focusing on content streaming services	● The rapid growth of technological changes ● The outbreak of the pandemic situation (Revilla-Cuesta <i>et al.</i> 2021) ● Increasing competitors

Table 1: SWOT Analysis

(Source: Self-Created)

The above analysis has predicted the organizational strengths and the weakness of the chosen organization Apple. Through the delivery and manufacture of high-quality and modern designed products, Apple has ranked itself as the third most valuable brand by the end of 2022.

Strengths

As per the view of Hanayshaet *et al.* (2022), gathering a huge customer base by delivering quality and exclusive products is one of the strengths of the business organization. Hereafter, the strong customer base has increased the financial stability of Apple. Through the past few years, Apple has not been able to introduce such innovative and new products. Iconic iPad and iPhone are not the most recent releases of Apple and it makes it difficult to help the existing customer base. As per the comment of Chen *et al.* (2021), innovation in service and branding products can help to develop more customers in purchasing the products.

Weaknesses

The bulk of the agency's personnel are, however, productive, making it more important than ever for the company to run all of its activities effectively. Therefore, the applications of the collaborative method may also aid this specific company in gathering correct data and information about the gender pay gap. According to Voronin *et al.* (2022), this agency's management structure has been more suited than in previous years. A corporation may also be able to assess how its business milestones and procedures have changed through time with the use of an effective management system.

Marketers within Lucky Star operate a business by the adoption of SEO operation, email-marketing and social media-based marketing for facilitating brand success and it involves fulfilling the requirements of end loyal-customers groups for the actualization of benefits to a given business. According to Lee *et al.* (2022), customer loyalty gain is given stress by marketers and the businessperson needs to adhere to SEO and email marketing for retention of its loyal customer's group.

Opportunity

The new arrival of Apple Music, Apple TV, and Apple podcasts will mitigate the rapid increment of customer demands for both audio and video streaming. According to Grover *et al.* (2022), the use of algorithms and AI technology will it be operating the business and can support long-term strategic investment. As people are engaging with the digital era, people are getting used to the technological changes and they cause a lot of threats to Apple. Apple is focused on creating its own AI platform named Siri. According to Field *et al.* (2021), the pandemic outbreak provides threats in the business operations of Apple and it uplifts the intense competition among the key competitors.

This can lead to a massive economic downturn in gaining the business profits of Apple in marketing analysis. Human resource operation as its name delineates refers to the engagement, recruitment and staffing of employees within the workplace for facilitating benefits to a given

work domain. According to Tan *et al.* (2022), human resource operation within the workplace facilitates success for a given workplace and it needs to look into corporate negotiation for ensuring success.

Threats

Here, officials, misaligned policy, and lack of urgency are the main dangers to Apple. All of these factors may have a detrimental effect on the agency's educational and cultural growth. According to Voronin *et al.* (2022), the agency can comprehend its important components as well as suggestions about company development by analysing all of these dangers. Researchers are essential to organizations because they enable them to learn more about their competitors and the precise tactics, they may use to expand their business. Maintaining business ethics is necessary to keep services transparent.

4. External analysis

External analysis is also called environmental analysis, is regarded as a process by which businesses mainly access changes in their objectives and adapt changes in their process. The external analysis of Apple has been evaluated effectively for the growth of the business and to manage their business issues.

4.1 PESTLE analysis

<i>Factors</i>	<i>Description</i>	<i>Impacts</i>
Political	• Political stability • Population of UK is 6.67 cores (Govt.uk,2023) • Implementing government policies	Positive
Economic	• Easy liquidity in market phase • Developing economic cycles • Inflation rate of UK is 5.7% (Govt.uk,2023)	Negative
Social	• Demographic extensions • Maintaining health and safety of community • Social norms	Positive
Technological	• Using advanced technology • Improving SCM process	Positive
Legal	• Consumer protection law • Employee behavior law	Negative
Environmental	• Climate change • Usage of renewable energy • Weather	Positive

Table 2: Pestle Analysis

(Source: Self-Created)

Political

The UK is a politically stable country. The political stability index of the UK is 0.54 and it suggests that the political environment of the UK supports large and small businesses (Govt.uK, 2023). It is due to this reason that the chosen company for this study will get different facilities related to politics like support from the government and access to different resources. As per the

views of Alzahrani and Kavita, (2021), political stability has been a major factor for the growth of the business and it can affect creating an effective business environment for Apple.

Apple always gets the opportunities to establish financial stability from the governments. This is why the support of the governments is also essential for the development as well as external factors of the selected organization. Based on the viewpoints of Yin *et al.* (2022), the selected organization also gets government incentives that are beneficial for the electric vehicles.

The social conditions also affect the customers, employees as well as the investors of the selected organization. The social factors also improve the wealth distribution in the international markets that are beneficial for the development of the selected organisation.

Based on the viewpoints of Yin *et al.* (2022), the environmental factors also help the development as well as the growth of the electric cars in the selected organization. The selected organization also has the opportunity to promote electric cars based on climate change the legal factors of the selected organization helps to expand international patent protection.

Economical

The UK is an economically affluent country and thus the UK gives strong support to the many businesses that emerge within the country. The current GDP of the UK stands at 3.131 trillion USD dollars and it is due to this reason that the selected company for this study will get maximum benefits from the strong economy of this country (Govt.uk, 2023).

Social

Social factors of a county include the culture of the people as well as social norms. Moreover, it can refer to the values as well as attitudes of the customers. As per the views of Budiningsih *et al.* (2022), the usage of all these social factors can also provide business related profitability as well as ideas in their business development.

Technical

The technological infrastructure of this country is very strong. Therefore, Apple has the ability to explore R&D synergies that can help them to gain competitive advantages as compared to their existing rivals in the market. As per the views of Lou *et al.* (2022), the use of social media platforms and internet penetration can also be an effective medium that can also allow them to provide quality services to the customers.

Moreover, the government of this nation has decided to invest in R&D and this strategy can help them to improve in their operational management as well as in business improvement. As per the views of Kumar *et al.* (2022), the use of the advanced technology can also allow the business to improve their operations and performances in a congruent way. The use of the 5G network can enhance the potentiality of technological development and increase the effectiveness of the entire SCM process.

Legal

Easy liquidity in the cash flow system can enhance economic stability in this organization. Based on the country report, it has been observed that the inflation rate of the UK is high. Being a growing country, the social factors of the UK are important to develop the social norms and affect the health and safety factors of the native community.

As per the views of Lee *et al.* (2022), the government of the UK has implemented employee behavior law and employee protection laws to keep the rules and the legal guidelines more effective. Therefore, it is mandatory to implement all legal laws that can support the business to gain satisfactions from the customers as well as from the staff. The government of UK has implemented employee behavior law and employee protection laws to keep the rules and the legal guidelines more effective. The usage of renewable energy can enhance the environmental factors of this organization

Environmental

Furthermore, the use of renewable energy in the workplace can also allow the business to reduce carbon emissions from their workplace. Furthermore, it can also allow them to increase environmental sustainability within a very short period. Based on the information of Krupička, (2021), it has been noted that the UK government has focused on several types of things that can help them to analyse their business profitability as well as development of the companies within its own domain.

4.2 Porter's five forces

Porter's five forces also help to increase the efficiency as well as the performances of the employees in the selected organization. The five forces analysis also includes the two types of activities like the primary as well as the secondary activities that help to the growth of the selected organization.

Bargaining power of consumers

Apple of the UK has a large group of standard global customers across the entire world. As per the comment of Lou *et al.* (2022), strong bargaining power tends to drive the price down. Thereafter, Apple can earn suitable profits by the limitations of the potentiality of the business performance. The pressure of the customers makes the company provide high-quality services and products. According to Trisyulianti *et al.* (2022), today's consumer needs and preferences are changing quickly, which has an impact on the business industry's ability to create and manufacture new types of business items.

The shifting customer needs that Apple is dealing with strategically. Despite the fact that Apple constantly introduces new features to its goods, such its phones and podcasts, consumers are increasingly able to afford new features at lower rates from Apple's main rivals, including Samsung, Spottily, Dell, and IBM. Since Apple has stopped producing new categories of business items in recent years, this has an impact on its robust and sizable client base.

Bargaining power of suppliers

Strong suppliers of Apple can extract the higher price from the business organization and put pressure on the business authority. As per the view of Mapbase and Footman, (2022), this leads to the reduction of issues and services. Apple has extended their business strategy to hold the suppliers of the products and services.

Threat of substitute products

Apple is one of the famous Smartphone companies all over the world. This company has implemented various strategies to offer the products to a broader market segment. The higher rate of the substitute products enhances the risks of being disrupted in the business performances.

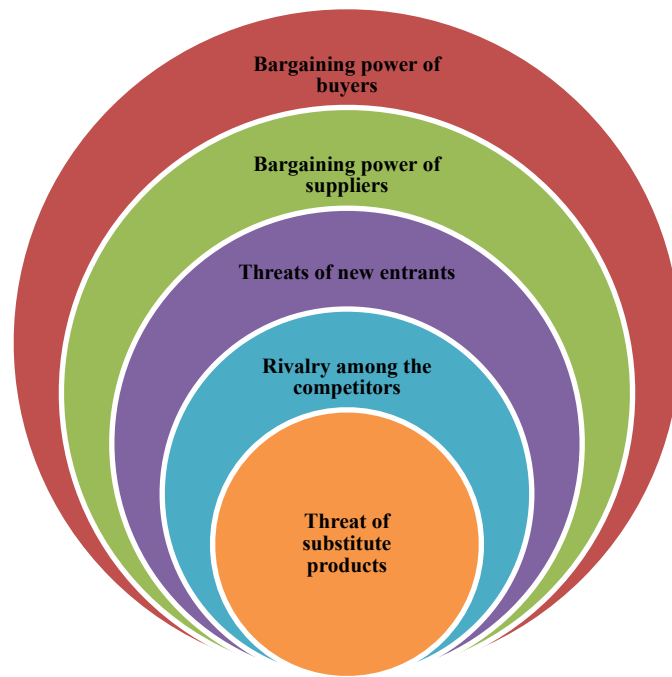


Figure 4: Porter's five forces

(Source: Self-Created)

Threats of new entrants

New entrants become the cause of the reduction of the profit of the business organization. As per the comment of Jairam-Owthar et al. (2022), new entrants can spread the obstacles to gain profitability in the business organization. Thereafter, this company earns lower profits and there is a decrease in the development of the business performance. The new entrants for the business here include Hawaii and Virtue in the UK.

Rivalry among the competitors

The chosen company has suffered challenges from the new entrants and faced threats. The key competitors of Gentling group are Samsung, Motorola and Xiao. Moreover, Huawei and *Samsung* also provide the barriers to the business performances of the chosen company.

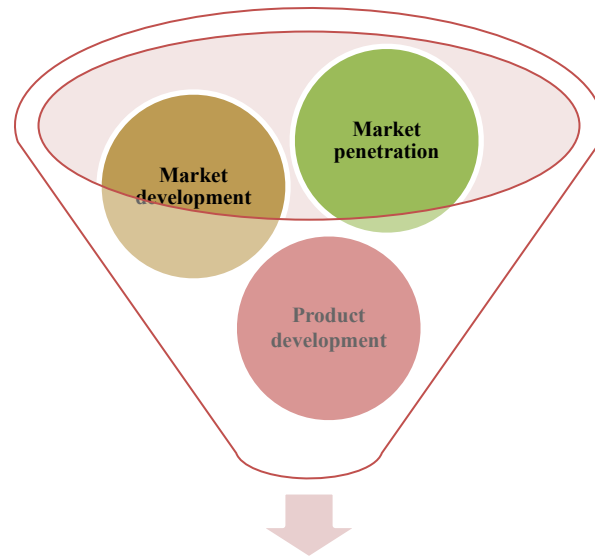
5. Strategic analysis

The use of the Ansoff matrix helps the business markers to precise the opportunities to gain a huge amount of business revenue to develop the new featured products. Moreover, this helps in developing the stages to take a new entry into the business markets. Apple uses the four elements of the growth strategies in uplifting the business strategies and to uplift the integration of the business organization.

Market penetration

In this context, Apple has chosen its existing markets to sell the new featured and exclusive products to gain a huge level of market share. As per the view of Nirinoet *al.* (2022), market penetration is recognized as a lower-risk strategy to enhance its business into the existing market share. Apple has decided to continue its global operations based on the existing marketing segment of the Americas, Greater China, Japan, Europe, and the rest of the Asia Pacific. Through the entire market segmentation, Apple is running out more than 500 retail stores in various kinds of 25 specific countries and regions.

This helps Apple as an effective marketing strategy and plays an effective role in predicting the ecology of Apple with higher growth of business efficacy. Strategic management aids the company organization in determining the best course of action for identifying business objectives and assessing business possibilities. The study will concentrate on Apple's strategic management challenges.



Strategic analysis

Figure 5: Strategic analysis of Apple

(Source: Self-Created)

Market development

This helps to figure out new markets to sell the new features and existing products and helps in pursuing intensive market development strategies. Apple has decided on a growth strategy by figuring out new markets and new target audiences. Through market development as an effective growth strategy, Apple has decided to move its business toward Indonesia and India to attain huge sales and huge market revenue.

As per the view of Fuschillo *et al.* (2022), market saturation becomes uplifted through the new arrival of products of Apple. It tends to develop and establish the global presence of Apple by operating in various types of countries and various states of democratic regions. By the end of 2022, Apple will rank as the third most valuable brand thanks to the supply and production of high-quality and contemporary-designed goods. According to Trisyulianti *et al.* (2022), one of the advantages of the business organization is its ability to attract a sizable consumer base by offering premium items. Following that, Apple's financial stability has risen because of its large client base.

Product development

Apple has recognized the king of product development and tries to innovate new products with new and exclusive features to gain a strong customer base. As per the view of Abdurakhmonova *et al.* (2021), people are getting more exclusive day by day and there is rapid growth of changes in their demands. Thereafter, Apple needs to focus on product development to address the changing desire of the customers. Moreover, the product development strategy helps Apple to involve more new customers and to manage the base of existing customers. It has been found that Apple has chosen Europe and the business markets of the US to understand customer support and be successful in the international business markets.

Apple has not been able to release such groundbreaking goods in the last few years. It is challenging to assist the current consumer base because Apple's iconic iPod and phone are not the company's most recent launches. According to Vainieri *et al.* (2022), product branding and service, innovation can encourage more people to buy the items. Since then, Apple has produced cloud-based gadgets and utilized AI technology with an emphasis on video streaming services. The recent launch of Apple Music, Apple TV, and Apple podcasts will slow the sharp rise in customer demand for streaming audio and video.

Diversification

Various kinds of products with different styles and attributes can recognize the diversification of Apple after launching in successive business markets. Apple has launched several kinds of products like Apple TV, Apple Watch, Apple Card, and Apple Pay. Though product diversification is considered a risky business strategy, it helps to develop new revenue with a lot of profitability. According to Shi *et al.* (2021), the advertising strategy helps to promote the diversification of products to become popular in foreign and native markets. This helps Apple to build a diversified business portfolio by depending on the huge sales of iPhones and other products of Apple.

Liana *et al.* (2022) asserts that the application of algorithms and AI technologies will aid in corporate operations and can facilitate long-term strategic investment. People are becoming accustomed to technological advancements as they interact with the digital age, which poses

several risks to Apple. Apple's Smartphone technology, Spotify's overuse, and Google's operating system are all significant concerns in the business.

Competitor analysis of Apple vs Samsung

Apple	Samsung
Starting price of Apple's iPhone is 10,850 (Apple iPhone) with 128MB RAM and 412 MHz one-core	Starting price of Samsung mobile is around 10,000 (Galaxy F13) with 6000 mAh battery backups.
In FY 2023, Apple's iOS mobile operating systems reached 53% higher in UK's market (Statista, 2023).	Compared with Apple, Samsung's position in UK's market leads the second position with over 30% market shares.
Apple's watch marks as a milestone to switch into carbon-neutral product by the FY 2030 for getting sustainable environment (Apple, 2022).	Samsung is sought to engage in addressing the global issue in terms of reducing greenhouse emissions and to develop renewable energies for sustainable environment.

Table 3: Competitor analysis of Apple vs Samsung

(Source: Self-created)

6. Strategic management issues faced by Apple

Employing a U.S centric strategy

Apple is recognized as a U.S.-centric company and generated a huge amount of business revenue by following U.S.-centric strategic management. However, this strategic management can predict the choices and the customer base of about 60% of the entire business parameters of the U.S. As per the view of Low *et al.* (2020), a company needs to adopt a global business strategy to develop a massive amount of market share. Thereafter, the use of the specific country-based strategy can reduce the financial stability of the business organization and faces a lot of competition with the rest of the competitive business markets.

This strategy has delivered the issues in uplifting the intense competition among the key competitors. According to Zhu *et al.* (2020), depending on specific suppliers can deliver a big threat and be recognized as a managerial issue.

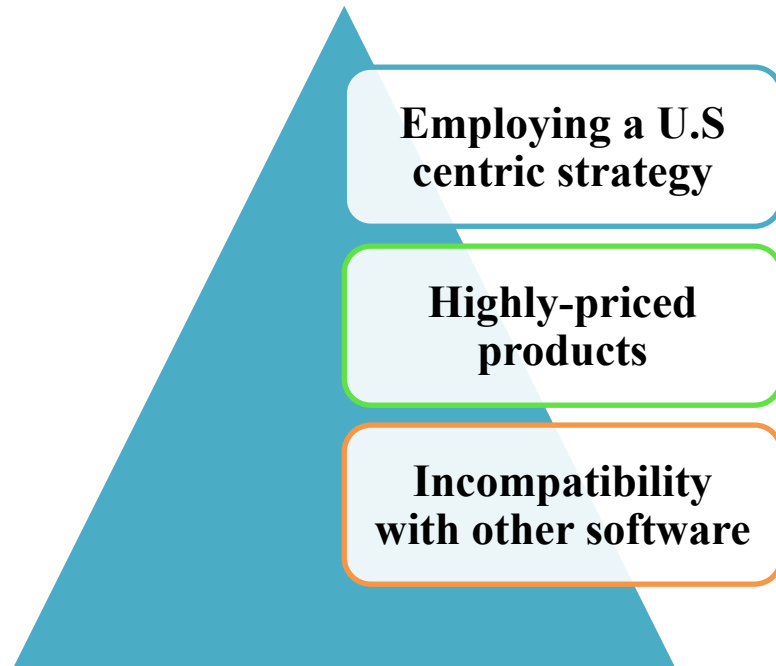


Figure 6: Strategic management of Apple

(Source: Self-Created)

Highly priced products

Apple delivers high-quality products including exclusive features by setting a high price management strategy. This provides a lot of threats and becomes too hard for being afforded by the customers. As per the opinion of Rodrigues *et al.* (2021), high prices can reduce the market share of the customer base of the business organization.

Thereafter, Apple faces many issues with the implementation of a higher pricing strategy which resulted in economic downtimes in the business performance. As per the opinion of Bradley *et al.* (2021), economic shortcomings will affect the growth of new products and affect the future growth of the business markets.

According to Zhang *et al.* (2022), excessive pricing may cause a corporate organization's client base to lose market share. According to Joshi *et al.* (2022), economic problems will have an impact on the development of new goods as well as the future expansion of the corporate marketplaces. After that, Apple will not be able to maintain its loyal client base by offering high-quality items at premium prices.

Incompatibility with other software

As per the comment of Baryshnikova *et al.* (2021), nowadays, the demands and the choices of the customers are rapidly changing and it affects the business industry to produce and manufacture new kinds of business products. Though Apple is introducing new featured iPhones and podcasts in the markets, People are getting exclusive to buy new featured products from other key competitors of Apple like Samsung, Spotify, Dell, and IBM by affording low prices.

As per the comment of Blanchet *et al.* (2020), a lack of compatibility to develop new products can affect market segmentation and reduce the numbers of the target audience. Apple faces issues and the software system becomes tightly controlled by all other business aspects. Thereafter, the closed ecosystem can deliver threats to the development of the strategic improvement of the business operations of Apple.

Since Apple has stopped producing new categories of business items in recent years, this has an impact on its robust and sizable client base. According to Bunko *et al.* (2022), a lack of compatibility to create new goods might have an impact on market segmentation and decrease the size of the target market. Due to problems, Apple's software system falls under strict supervision from all other business factors.

7. Strategies implemented by Apple against the challenges

Product development

Apple has focused on a product development strategy to enhance the quality and exclusiveness of the products to draw the attention and the purchasing attention of the customers. As per the view of Hasbullah *et al.* (2022), purchasing intention of customers helps the business organization to manufacture more products with an exclusive product design and more sustainable compatibility. Apple has started focusing on the purchasing behaviors of the customers and decided to develop its product variation in many numbers. Thereafter, the existing customers along with the new customers will be able to build a trustworthy relationship with the business authority of Apple.

This helps to develop more retail stores including the quality of the online services in gathering a lot of business revenues in the business organization. As per the view of Grazzini *et al.* (2021), developing a quality product can enhance more customers and make a strong base of customers across the entire world.

Product differentiation strategy

Variation in products is one of the more effective strategies that help in the strategic improvement of business operations. The variations in the products manufactured by Apple are one of the strong reasons to draw the attention of customers. As per the view of Machinate *et al.* (2022), customers are always seeking differentiation in product categories and try to use the most exclusive and well-designed products.

Hereafter, Apple has focused on the product differentiation strategy to make the base of customers stronger and to enlarge the company revenue along with the country capital. It has been supported by Long *et al.* (2020), product differentiation needs to be applied by each company to serve the business performances through a global perspective. Apple has focused on this strategy to cope with the rapid growth of digitalization and serve customers with various kinds and qualities of products.

According to Zhang *et al.* (2022), the value proposition model can forecast how customers would interact with certain company items. Apple may collect consumer experiences and feedback as well as understand their intents by putting the UVP model into practice. Apple must implement

systematic adjustments to raise the standards of the target audience by improving the quality of the results.

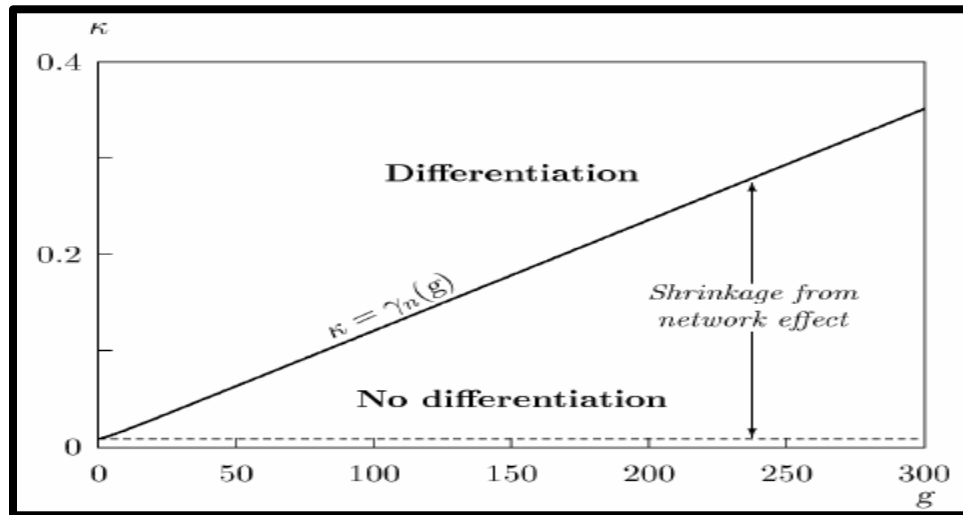


Figure 7: Product differentiation strategy

(Source: Dey, 2014)

Quantum strategy

The above strategy helps to increase the business revenue and generate a huge amount of market share. It has been observed by Kim *et al.* (2020), that quantum strategy can help the business organization to achieve a huge level of competitive advantage in the growth of the business markets. Through the implementation of this strategic movement, Apple is being able to accelerate the blurring industries by providing a lot of unique ad designer products. This helps to generate unique and better customer experiences and helps Apple to gain a higher market value of near about \$600 billion.

Thereafter, the key competitors have been affected by the incorporation of the Quantum strategy implemented by Apple. One of the most important, essential, and successful techniques for a company organization to enhance business quality is cooperation with suppliers and consumers. The business authority's cooperative attitude will also help to enhance the organizational performances.

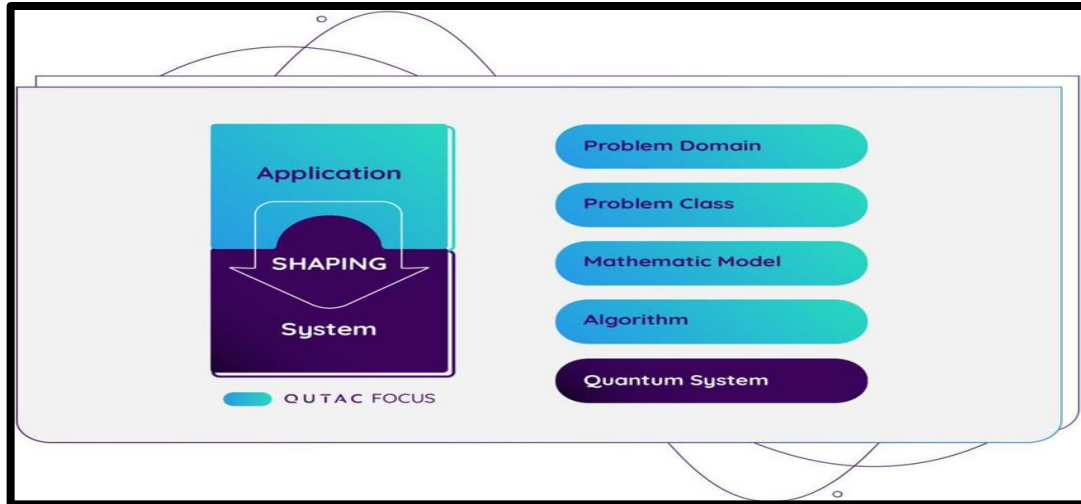


Figure 8: Quantum Strategy

(Source: Bayerstadler *et al.* 2021)

Unique Value Proposition Strategy

Apple has focused on uplifting the quality and value of its products by implementing the UVP strategy, this helps the business company to focus on the value based on the pricing strategy. As per the statement of Santa-Maria *et al.* (2022), the value proposition model can predict the engagement of customers with specific business products.

This helps to generate a better available option for the manufactured products. According to Sjödin *et al.* (2020), the value proposition model can make the specific organization differentiate from the rest of its competitors. Thereafter, the customers can understand the differentiation and the special treatment of Apple rather than the key competitors and choose the products of Apple. Zhang, (2022) asserts that maintaining positive relations with suppliers would be beneficial for strategic advancement for the future of the business. According to Joshi *et al.* (2022), quantum strategy may aid a company organization in gaining a significant amount of competitive edge in the expanding commercial marketplaces.

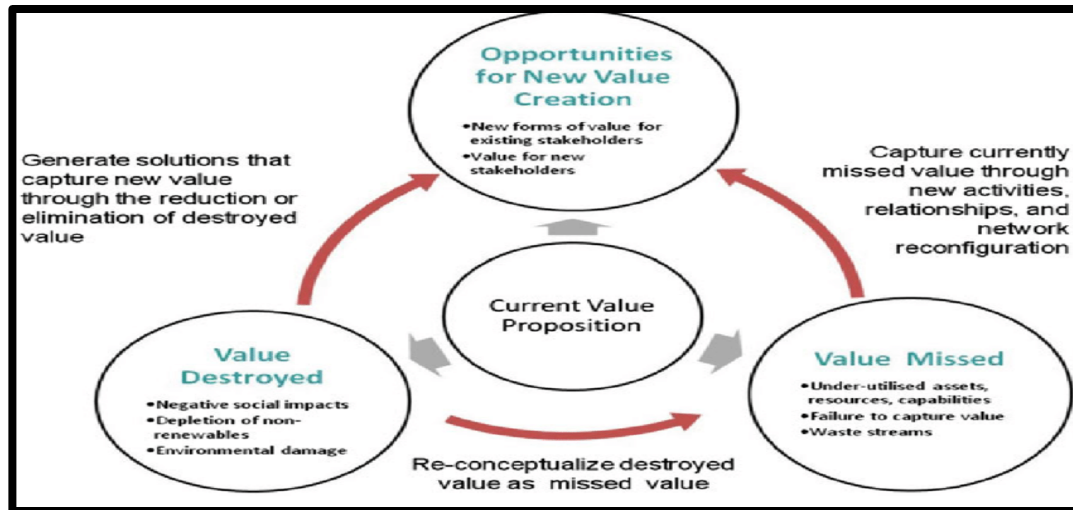


Figure 9: Components of the Value Proposition Model

(Source: Evans *et al.* 2020)

8. Recommended strategic approaches

Developing transparent partnerships and collaboration with suppliers

Cooperation with suppliers and customers is one of the major effective and significant strategies that help the business organization to develop business quality. The organizational performances will also be developed through the cooperative behavior of the business authority. According to Tseng *et al.* (2022), collaboration can enhance the strong connection between the customer and suppliers, and business authorities.

This also helps to dress the organizational goals and helps to manage the resources as an effective way to develop internal business management. According to Kalogiannidis and Papaevangelou, (2020), keeping a good reaction with suppliers will be fruitful for strategic improvement for the future days of the business organizations. Apple has concentrated on a quantum approach to transform different electrical components including telecoms and electronics to alter the media industry's architecture.

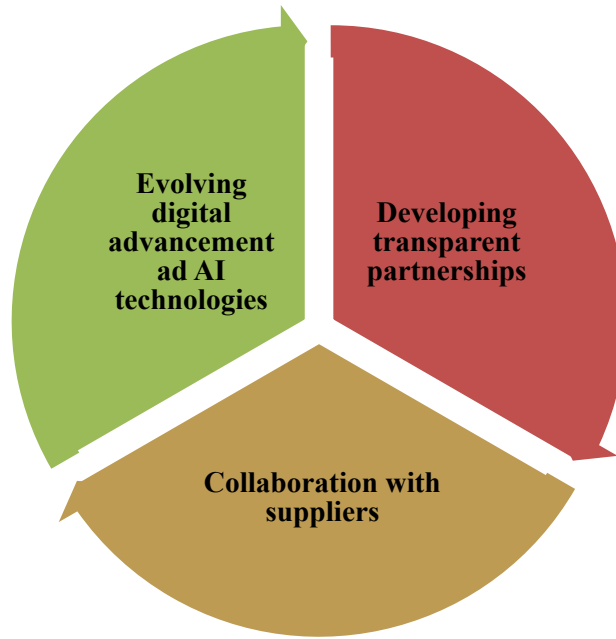


Figure 10: Recommendations

(Source: Self-Created)

Evolving digital advancement ad AI technologies

Implementing digital technologies helps the business organization reach the target audiences in each corner of the world. This also helps to promote the advertisers based on the new arrivals of the products along with their offers and benefits. According to Gupta *et al.* (2021), implementing AI technologies helps the business organization to develop its marketing strategy and gather information based on market analysis.

Therefore, Apple needs to focus on developing its own AI platform to recognize the density of the customers and to seek customer support for developing its business markets.

As per the comment of Ammar *et al.* (2021), technological incorporation can help in integrating a few systemic changes to cooperate with multiple business agencies. Apple needs to integrate systemic changes to improve the quality of the outcomes for uplifting the parameters of the target audience.

9. Conclusion

It can be concluded that strategic implementation can tend to the fruitful opportunities of a business organization by reducing the threats to the business organization. The study has

discussed a brief overview of the chosen organization Apple Inc. along with its business factors analysis. This study has recommended a few effective approaches to reduce the strategic issues in the inventory management system of the business organization. effective strategic management is paramount for organizational success, the above provided evidences are great examples and strategies used by apple to win thier competatiors. The above defined internal analysis , external analysis of apple . Give a breif of thier strategies used in market .and other definations of strategies like PESTEL analysis and PORTERS FIVE FORCES give a clear cut defination for the major key points that apple uses againt other companies . I conclude this with these are best used strategies used by apple for wining the market , capturing customers , apple uses these implementation to remain the best at its field .

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