

BUSINESS COMMUNITY ENGAGEMENT

STUDENT NAME:ELENA ONIGA

STUDENT NUMBER:1905210

MODULE TITLE:COMMUNITY ENGAGEMENT

ASSESSMENT TITLE:APPLE INC

LECTURE'S NAME:TANJA NATHAN

Table of Contents

Introduction	3
Discussion and analysis of the organisation	4
Conclusion	9
Reference list	10
Appendix.....	11

Introduction

Business community engagement refers to the interrelationship between the business and the community to which it serves with a special focus on the employees. The study addresses the various questions that relates to the evaluation of the concept of transferable skills and ways to adapt them in an organisational setting. The concepts of community and personal development are also taken into consideration and the skills are reviewed and extended using theoretical concepts.

The company that has been considered for this study is Apple INC. Steve and Wozniak founded it on the month of April in 1976. The headquarter of Apple is in California, United States and has a workforce of 1,23,000 employees around the globe (Rawlinson, 2019).

Discussion and analysis of the organisation

The sector in which it operates, the size, structure and explains its goals, mission and values

The company operates in the IT sector and makes products that are related to computer hardware and software. It also has innovative products like I-pod, I-pads and Mac book and smart phones in the premium sector. It is considered as one of the largest player in the market of information technology and is considered as one of the big four tech giants. The revenue of the company was 64,060 million US\$ for the quarter ending September 2019. The mission of the organisation is to ensure that the customer is able to access the best satisfaction with the services developed by the company (Apple, 2019). The goals are set in accordance with this objective. The various values of Apple are focused on ensuring that each person of the world is able to access the best of technologies through computers and smart phones to make the fullest use of the technological innovation. The constant monitoring on the products and the effect of them in the market show the basis of care that the company holds towards the development of sustainable and social technology.

Identify its customers and what they expect from the organisation in terms of goods and/ or services

The customers of Apple are of the age group of 18years to 45years and are mostly from the urban sector. The target customers of the company are those who have a high rate of income. The consumers want the products to be of self-expressive nature with the speed of service and equipped with advanced features and capabilities. The products that are launched in the market should be efficient in terms of service and should cater to the purpose of recreation (Dudovskiy, 2019).

In terms of the goods and services of the organisation, the customer expects the similar pricing as are available in the United States. The United Kingdom market is against paying higher prices for the same products in comparison to their American counterparts (Margi Murphy and Field, 2019).

The company focuses on addressing issues regardless of the age and that is why the company is able to target the customers specifically from the urban sector. The customers expect the organisation to make sure that the products are as per the latest technologies that are ahead of the offerings of the competitors. They expect the organisation to provide premium service as well in addition to the most technologically advanced gadgets.

Include a SWOT or PESTLE analysis to support your explanation

Factors	Impact
Political	The approach of the present government in the UK has posed a serious threat to the existence of the Apple stores in the region (Wang, 2018). The governments are focussed on taming the tech giant in order to benefit the local population. This has resulted in the shifting of major manufacturing units in China and not in UK (Khan <i>et al.</i> , 2015). Thus, the UK consumers will have to pay larger price for the goods which may affect the sale of the products in UK.
Economic	The economy of UK has grown in respect to the global standards and has thus benefitted the consumers with increased buying powers. This promotes the sales of consumer products like Apple and is creating a potential market for its other business products. The consumers in UK belong to a developed economy and are thus in a very comfortable position to buy the premium products of the company.
Social	The anti US sentiments that are a result of discriminatory pricing have resulted in the disliking of the Apple products in the country. This has led to an effective fall in the demand of the new Apple products in the market. The social lifestyles of the people are changing and the flooding of the market with the products of the company has reduced the image of the brand as a Premium commodity.
Environmental	The compliance of the organisation towards the various environmental norms has boosted the value of Apple in the global market. The brand enjoys a sustainable image due to its handling of the Various e-wastes in the appropriate way.
Technological	UK is one of the leading countries that promote the use of digital techniques in its daily life. This factor has been very beneficial to the organisation since the products are fast and are enabled with the latest technology that guarantees the customer satisfaction and the customer privacy. The rising

	technological concerns act as a positive to the company that indulges in extensive R&D functions (West and Mace, 2016).
Legal	The legal environment in UK is compliant to the businesses in general and thus Apple can effectively operate in this market. However, the privacy policy laws have been a major cause of concern for the compliance of law in major countries where it controls its business.

Table 1: PESTEL of Apple.

Explain about the role of the employees within the organisation and how they support the organisation achieve its goals

The employees of Apple are well cared by the organisations and are regarded as the most precious assets. The employees are regarded as team members and friends within the organisation. They are seen as the core of the company and are believed to be the driving force behind the company's success. That organisation assists the employees in doing what they love and make sure that the organisational objectives are being achieved through the teamwork of the employees (Gibson, 2015). The proper allocation of stipulated time is given to the development of the employees to keep them motivated. The employees within the organisation are required to use creativity and passion in developing the various products of the brand in accordance with the demands of the market. The collective work of the employees together sums up to attend the bigger goals that are set by the organisation.

Explain about training and development and why this is important to organisations

The training and development of the employees are done by the organisation and are considered as one of the most important internal functions of the organisation. Apple has a very well planned program to promote its development and training programs. The employees are considered as a key advantage especially in the R&D and the marketing department. Effective training and development programs are important components of the environment in Apple in which learning is prioritized based on innovative creations (Forbes.com, 2019). The organisation believes in hiring and retraining the employees with multiple skills and competencies that help them attain their business goals. The transformational challenges that are faced by the company are effectively countered by filling up of vacancies with the potential employees. The way in which the employees

learn and update themselves with the current market situations will also decide the basis on which the success of the business is ensured.

Select a role from your chosen organisation and explain the importance of this role to the organisation

The role that has been chosen from Apple is “Shop manager”. The shop managers are passionate about their work and are responsible for all the store functions. They are the ones who are responsible for the sale of products in a store and are very important to the company. They are required to ensure that the customers leave with valuable in store experience and should tackle the diplomatic commitments towards the staff, customers and operations. The managers make sure that the stores are effectively guided through the transitional changes in the retail environment. The manager is an important asset to the organisation since he acts as a locus in between the organisation and its employees. The manager guides the talents in the technical fields to an amazing customer experience filled with empathy (Heracleous and Papachroni, 2016). The duty of the manager also covers the various issues such as inventory management and visual merchandising. The importance is also highlighted, as the manager is responsible hiring the staff for the stores on behalf of the company. This shows that the company relies heavily on the store managers for carrying out effective functions of the organisational sales and revenue acquisition.

Explain the skills and knowledge needed to carry out the role

Leadership skills- The Apple store manager must be an able leader. This is because he is responsible to lead a team that is focussed on the sales of the various products of the organisation. He must be able to solve the disputes that arise within the team or are being brought to the notice by the customer. The work ethics of the manager should be an example for others to follow and must inspire them to push beyond their limits.

Cross industry experience in sales- The basic features in sales is same across all the factors in all the industries. Apple focuses on hiring the best people who have pan industry experience and is committed towards developing them in order to attain the organisational goals. However, this skill is considered as preferable and not compulsory to the function of the Shop manager.

Multilingual ability- Since UK is visited by many people from various parts of the world apart from the domestic residents, the Apple store managers are required to be multilingual in their approach. He should be able to address the concerns of the various consumers irrespective of their language and background. The consumers prioritize these personalised services over other brands when it comes to figuring brand loyalty.

Technical knowledge and willingness to learn- The technological understanding and knowledge is a desirable attribute of the Shop Manager. In spite of all this, the organisation has various training programs that help the employees to boost their knowledge about the products.

Explain what training and development requirements need to be considered.

There are various training that are required to be considered by the organisation. These will help the development of effective employees in the company. The courses can range from a two-day workshop that can be used to effectively train on the skills and tools that are required to deploy Mac computers and other Apple devices. This includes real life scenarios in which to test and improve the various inherent knowledge and skills of configuring and managing these Apple devices. The others short term workshops can be arranged on daily basis that is able to cover the security and privacy features of the tech gadgets. This can be a fairly deep analysis and practice of the security in deployment conversion. The necessary privacy skills that are essential for participating in these programs are very basic and can be used further to promote business mobility.

Conclusion

Thus, the study points out the various patterns of employee engagement by the organisation and shows the various trainings that are responsible for the development of the workers. The role of a shop manager in Apple has been analysed with the specific focus on the requirements and duties of him to promote organisational objectives. The various analysis show the level to which proper employee engagement can promote the business and can help in profits for the organisation. The tech giant is also monitored from the effects that are probable in its environment and should be addressed by the employees and higher-level management.

Reference list

- Apple. 2019. Apple. [online] Available at: <https://www.Apple.com/> [Accessed 22 Nov. 2019].
- Dudovskiy, 2019. Apple Segmentation, Targeting and Positioning - Research-Methodology. [online] Research-Methodology. Available at: <https://research-methodology.net/Apple-segmentation-targeting-and-positioning/> [Accessed 22 Nov. 2019].
- Forbes.com. 2019. Apple's Secret Employee Training Manual Reinvents Customer Service in Seven Ways. [online] Available at: <https://www.forbes.com/sites/carminnegallo/2012/08/30/Apples-secret-employee-training-manual-reinvents-customer-service-in-seven-ways/#5b65b87f64fd> [Accessed 22 Nov. 2019].\
- Gibson, R., 2015. Four strategies for remote workforce training, development, and certification. In *Gamification: Concepts, Methodologies, Tools, and Applications* (pp. 770-785). IGI Global.
- Heracleous, L. and Papachroni, A., 2016. *Strategic Leadership and Innovation at Apple Inc.* SAGE Publications Ltd.
- Khan, U.A., Alam, M.N. and Alam, S., 2015. A critical analysis of internal and external environment of Apple Inc. *International Journal of Economics, Commerce and Management*, 3(6), pp.955-961.
- Margi Murphy and Field, M. 2019. *Outrage after Apple demands UK users pay more for the iPhone 11.* [online] The Telegraph. Available at: <https://www.telegraph.co.uk/technology/2019/09/11/how-much-iphone-11-cost-uk-price-pro-max-more-expensive-world/> [Accessed 22 Nov. 2019].
- Rawlinson, N. 2019. Apple was 41 years old in April, here's some history. [online] *Macworld UK*. Available at: <https://www.macworld.co.uk/feature/Apple/history-of-Apple-steve-jobs-mac-3606104/> [Accessed 22 Nov. 2019].
- Wang, B., 2018. After the European Commission Ordered Apple to Pay Back Taxes to Ireland: Ireland's Future in the New Global Tax Environment. *Ind. J. Global Legal Stud.*, 25, p.539.
- West, J. and Mace, M., 2016. Browsing as the killer app: Explaining the rapid success of Apple's iPhone. *Telecommunications Policy*, 34(5-6), pp.270-286.

Appendix

	Skill	Current ability	Target ability	Development opportunity	Criteria to judge success	Time frame
1st priority	Leadership	Fairly good at leading a small team.	To be able to lead a large team	Through experience. By handling different teams.	By effectively leading a large team to success.	1 year
2nd priority	Multilingual ability	English	Welsh and Scottish	Language classes and crash courses.	By communicating with others in the respective language.	6 months
3rd priority	Technical knowledge	Able to understand software.	Hardware technology	Training	Ability to solve hardware issues	6 months

Table 2: Personal Development Plan