



**THE FUTURE
LOOKS BRIGHT**

APPLE INC.

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Module code: LCBB4007

Module name: Introduction
to Business

Assignment number: Component 2

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Introduction

The purpose of this presentation is to provide an overview of Apple Inc. Known for its innovative products and services, it is one of the world's largest and most influential companies. Due to its strong brand image and loyal customer base, Apple is well positioned for continued success in the future. In this paper, the focus is on Apple's structure, size, and functions. An explanation of the internal and external factors affecting Apple's organization will be provided, as well as the SWOT and PESTLE frameworks in detail. In addition, the stakeholders of the company, ethical considerations, and CSR will be discussed. Towards the end of the evaluation, a summary of the major points covered in all answers will be presented.

Apple Inc. Current Profile



Name	Apple Incorporation
Type	A public company
The company's motto	Think different
Year of foundation	1976
The founders	Steve Jobs, Steve Wozniak and Ronald Wayne
New CEO	Tim Cook
Headquarter	Cupertino, USA
Area served	Worldwide
Production	Computers, phones, tablets, music players, software ...



Apple's Mission and Vision Statement

Mission

The mission statement of Apple is to provide its customers with the best possible user experience through innovative hardware, software, and services (Isaacson, 2011).

Vision

The vision statement for Apple states that the company will "continue to push the boundaries of technology and creativity while maintaining its commitment to sustainability" (Kahney, 2018).

Apple logo timeline



1976
Isaac Newton



1977-1998
Rainbow



1998
Translucent



1998-2000
Monochrome



2001-2007
Aqua



CURRENT
Chrome & Monochrome

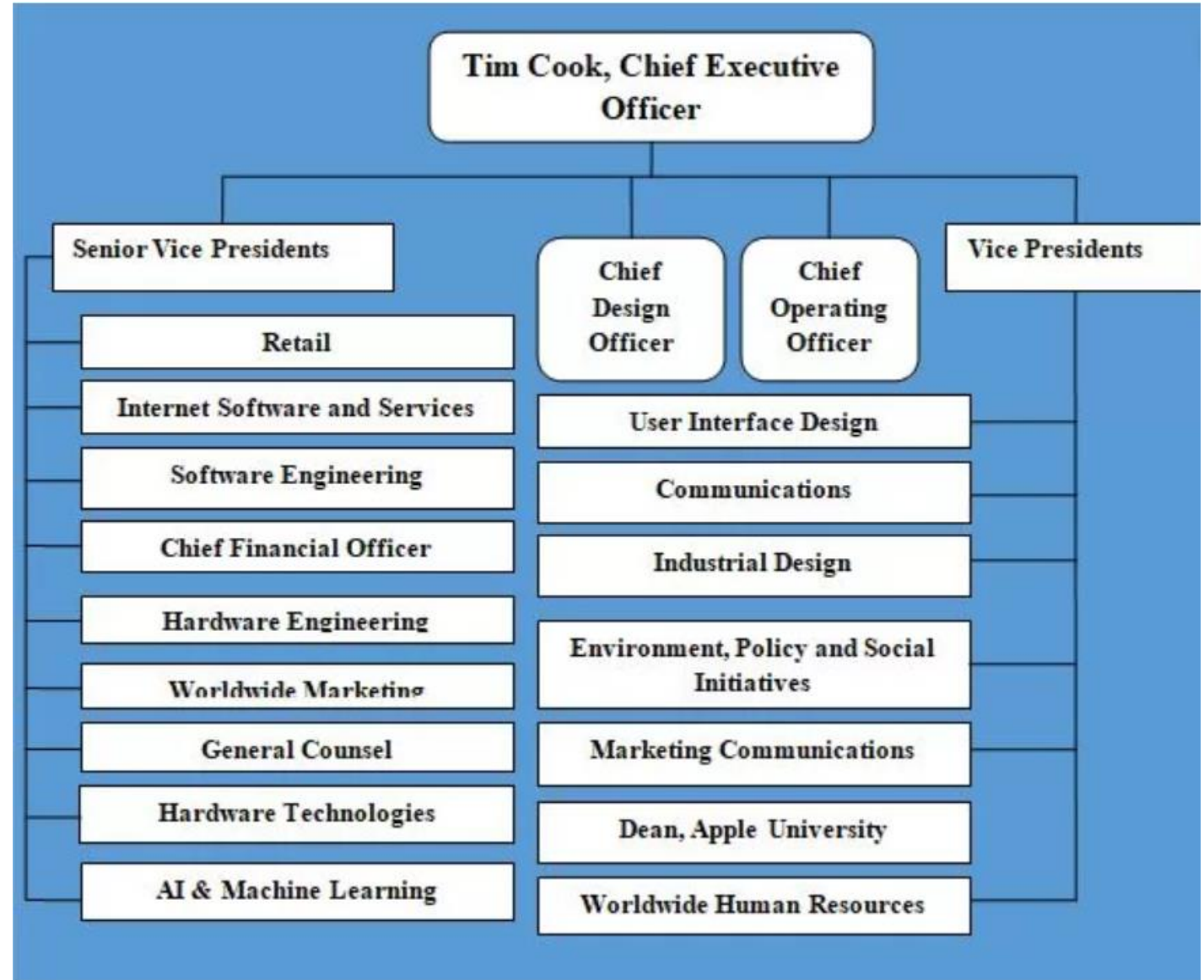


Apple's structure, size and functions

- Apple's organizational structure is hierarchical and functional, with clear lines of authority and decision-making. At the top is the CEO, Tim Cook, who oversees all operations and sets strategic direction for the company. Underneath him are various departments such as design, engineering, marketing, and finance, each headed by a senior executive. This structure allows for efficient communication and coordination between different teams, ensuring smooth workflow and timely product development (Lashinsky, 2012).
- The size of Apple is immense. According to Vailshery (2023) we can determine that over 164,000 employees worldwide as of 2022. Having a market capitalization exceeding \$2 trillion, Apple is one of the world's largest companies.
- The functions of Apple are diverse and encompass various areas such as design, manufacturing, marketing, operations, finance, human resources and customer support. The company's commitment to quality and user experience has been key to its success.



Hierarchical and Functional organizational structure of APPLE INC



SWOT

SWOT analysis is a strategic planning tool that helps organizations identify their internal strengths and weaknesses as well as their external opportunities and threats. It provides a comprehensive overview of the current business environment and aids in decision-making processes. Campbell, Stonehouse, and Houston (2002) define SWOT Analysis as "a framework for analyzing an organization's internal capabilities and its external environment to determine strategic direction."

Strengths

- Strong brand recognition and loyal customers
- Innovative products and services
- Unique features
- Leading technology edge
- Sustainability made possible through Lisam

Opportunities

- Qualified professionals
- Utilize artificial intelligence
- Market development for advertisement
- Using green technology
- Deliver self-driving software technology

Weaknesses

- High priced products
- Limited advertisement and promotions
- Lack of new innovative products in recent years
- High degree of litigation
- Closed ecosystem

Threats

- Increasing competition
- Global network
- Backdoor mechanism
- Threats of reduction in demand due to economic downturns



Apple Inc stakeholders

As defined by Needle and Burns (2019), stakeholders are those individuals or groups with a vested interest in the activities and outcomes of the company.

Internal	External
-leadership team	-customers
-employees	-suppliers
-shareholders	-competitors
	-government and law
	-local communities
	-pressure groups



Detailed PESTLE Analysis of APPLE Inc.

The Pestle Analysis is a strategic tool used by organizations to assess the external factors that may impact their business operations. Perera (2017) defines Pestle as an acronym for Political, Economic, Social, Technological, Legal, and Environmental factors. Each of these elements plays a crucial role in shaping the business environment.



Political	Economics	Sociological	Technological	Legal	Environmental
The company operates in multiple countries and is subject to different laws and regulations. For example, changes in tax policies or trade tariffs can significantly impact Apple's profitability.	Changes in exchange rates can have a significant impact on the cost of production and pricing strategies. Additionally, economic recessions or downturns can reduce consumer spending on luxury items such as iPhones.	The company must adapt its products to different cultural preferences and societal trends. For instance, it needs to cater to diverse languages and local customs when launching its products globally.	Technological advancements are both an opportunity and a threat for Apple. On one hand, it allows the company to innovate new products and stay ahead of competitors. On the other hand, rapid technological changes mean that older models become quickly outdated.	Legal factors such as intellectual property rights protection or data privacy regulations can impact how Apple operates its business globally.	Since consumers are worried about climate change, they expect companies like Apple to use sustainable practices throughout their supply chain.

The ethical considerations of Apple Inc

Ethical issues are extremely important to Apple. The supplier code of conduct, which sets the criteria that suppliers are required to fulfil in areas such as labour and human rights, health and safety, environmental impact, and ethical business practises, demonstrates the company's commitment to ethics. Apple's ethical concerns extend to topics like as privacy and data security, where the corporation has taken a strong position to defend its customers' privacy.

Apple also has an ethical obligation to evaluate the environmental effect of its goods and activities. This involves lowering their carbon footprint, decreasing electronic waste, and guaranteeing ethical material procurement. Apple may achieve its ethical commitment to contribute to a healthier and more sustainable society by encouraging ecologically friendly practises and designing goods with a low environmental effect.

Apple's ethical considerations, which include environmental stewardship, are critical to the company's long-term profitability and image. Apple displays its commitment to ethical business practises and environmental care by prioritising these activities. The following ethical issues are critical for the organisation:

1. Reputation Management
2. Risk Mitigation
3. Competitive Advantage

The preservation of user privacy and data security is another ethical consideration. Apple collects a large quantity of personal data from its users, and therefore has an ethical obligation to protect this information from unauthorised access or misuse. This involves being open about how user data is gathered, kept, and utilised, as well as implementing robust security measures to prevent data breaches.



Corporate Social Responsibilities (CSR) initiatives of APPLE Inc

Apple has several corporate social responsibility (CSR) initiatives in place that demonstrate its commitment to ethical business practices and social impact. Some of these initiatives include:

- 1. Environmental sustainability:** Apple has set lofty targets for reducing its carbon footprint and using 100% renewable energy in its operations. The firm also prioritises the use of recycled and renewable resources in product design, as well as the reduction of electronic waste through recycling programmes.
- 2. Supplier responsibility:** Apple has implemented Supplier Stewardship Standards throughout its supply chain to guarantee ethical labour practices, safe working conditions, and environmental stewardship. The company regularly audits its suppliers' factories and provides training programs for workers on their rights and safety measures (Apple Inc., 2021). These initiatives have resulted in better working conditions for thousands of employees worldwide.
- 3. Diversity and inclusion:** Apple is committed to fostering diversity and inclusion in its workforce. The corporation undertakes programmes to help underrepresented populations, such as the Supplier Diversity Programme, which strives to expand minority- and women-owned business involvement in Apple's supply chain.
- 4. Product accessibility:** Apple incorporates accessibility features into its products, making them accessible to persons with impairments. In addition, the firm provides accessibility seminars and materials to help developers create accessible apps.
- 5. Community engagement:** Apple supports several philanthropic projects and matches employee charity contributions. The corporation also contributes to educational and technological initiatives, such as the ConnectED project, which offers technology tools to impoverished schools.
- 6. Worker empowerment:** Apple is involved in worker empowerment programmes such as the renewable Energy Programme in China, which helps the shift to renewable energy in its supply chain while also giving workers with training opportunities.

These CSR initiatives demonstrate Apple's commitment to ethical and responsible business practices, environmental stewardship, and the well-being of its employees, suppliers, and the wider community.





Think different

Conclusion

in a world where technology is evolving fast, Apple continues to deliver high-quality, innovative products. Research has shown that Apple Inc. has achieved remarkable success due to its well-structured organization, global presence, diverse product portfolio, and commitment to corporate social responsibility. SWOT analysis highlights the company's strengths and weaknesses as well as identifies potential opportunities and threats. An analysis of the PESTLE framework sheds light on external factors that affect Apple's operations. Furthermore, Apple's corporate social responsibility initiatives and ethical considerations demonstrate that it is committed to sustainability and establishing responsible business practices. The company recognizes the importance of its stakeholders, who are crucial to its continued growth and success. Taking a comprehensive approach to all these aspects has contributed significantly to Apple Inc.'s position as a leading technology company in today's world.

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Thank you for watching

