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APPLE

Organisation structure and culture

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Executive summary

This essay aims to describe the organizational structure and its types. Also organizational culture and how it can be divided. To analyze the relationship between the organizational structure and culture in the selected company Apple.

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Apple

Introduction

The world is built in so that it can be stored in groups. In order for a group to be successful and thrive, it must be managed and led. Otherwise, the wishes and goals of the group will be considered because there are so many opinions from each participant in the group. Of course, most of these opinions are personal and non-innovative, there must be someone to push all this away. The role of the group leader is to take and unite all the hungry members of the group and, most importantly, to be able to judge what are the important decisions for the group. Organizing time and tasks that can lead to positive results. Along with the efficiency and results, the organizational structure is formed.

Apple is a type of multinational technological company that design, develops and sell the electronics, computer software. Apple is one of the biggest designers of the technology in the all over the world. They are producing technological gadgets and personal computers like iPod, iPad, iPhone and many other software and hardware products. Apple if only the unique company in the industry of the electronics that design and manufacture the complete product such as from the hardware to their applications which will be used in the operational system that is created by them.

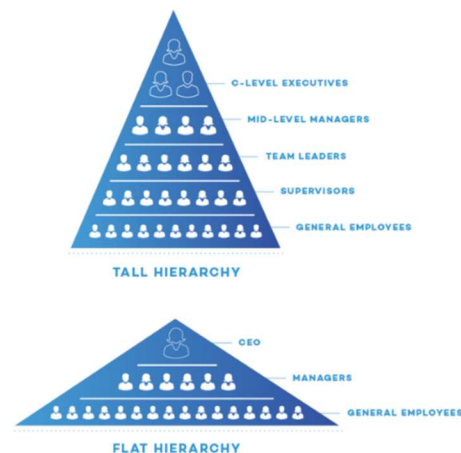
1. Organisational structure

The structure includes the work that is divided by all of the members of the organization. It is the framework that unites all workers to move in the same direction. The structure is designed to distribute work and manage operations in accordance with its implementation. It is possible to implement planning, control, and organisation within the structure. The complexity of the structure varies depending on the size of the group. Although a good structure cannot ensure good results, a bad organisation may make them impossible. The structure is more than just a revenue plan; it also considers society and, in particular, each individual, namely man. If we accept the structure as a pyramidal shape, then each person in it has an important role in the stability and integrity of the shape.

The structure can be split into three main categories based on the employees' activities: technical, managerial, and public. The technical level is the organization's engine. This group covers those who perform the organization's core functions, such as production or administrative procedures.

It is possible to structure a business by major purpose or function, product or service, location, customers or clients and by process. A centralised or decentralised organisation can be distinguished based on the type of government. Centralization is used in small businesses when decisions are made at a high level. Decentralization is used in large organisations and global businesses when solutions are distributed at lower levels or locally.

The number of subordinates supervised by a single manager is referred to as the span of control. The control span can be flat or high. Flat hierarchies have lesser levels of authority and are commonly used in small businesses. The high hierarchy, it is applicable to large organizations with many levels of government.



In the middle between the employee and the owner of the organization stands the manager. It represents the relationship between work and results. The manager's job description includes more than just overseeing employees and department. His main task is to lead, make decisions and achieve good results. He is accountable for his team's or department's successes and failures. It is the foundation for all decisions about direction and work style. He must consider all of his employees' personal characteristics and place them in the proper

order. It is important to carefully distribute the tasks, because each person is individual and would do better in his place.

Every organization must have a well-established structure. It would help the transparency of management and development of the company. From a managerial point of view, the organizational structure is like a tool in the hands of management, which uses it to achieve the goals of the organization.

2. Organisational culture

The development of an organisational culture starts with the formation of the company. It is critical to each organization's survival and growth because of the functions it performs, namely internal integration and external adaptation. Although It is not a necessary or sufficient condition for achieving business efficiency and profit on its own. There are external and internal mitigating forces in the sense in which organisations work. As a result, the company's culture must adapt to the point of its life cycle.

After all, culture refers to how things are handled around here or what is appropriate and what is not. The company's normal style and image of actions is referred to as organisational culture. This is a system of intangible variables that defines and employee's every move and action. It contains, first and foremost, the moral system, behavioural values, opinions, and convictions. In addition to these, more superficial elements stand out: traditions, heroes, legends, symbols, holidays, rituals, language. The organisational culture develops over time from the components of different cultures. Employee behaviour gradually develops patterns, styles, norms, acts and their outcomes, discussions, and circumstances that form values and behaviours. Employee conduct, on the other hand, is determined by the already defined and reinforced corporate culture.

According to Charles Handy organisation culture can be classified into four basic types – power, task, role and person culture. **Power** culture is with centralised power, with few rules and little bureaucracy, takes place in small businesses. **Taks** culture is focused on performing tasks. The format can be a grid or matrix. Teams are formed to solve particular problems. **Role** culture is a role with primary source of influence. The job title is often more important than the worker and the structure can be characterized as hierarchical bureaucracy. Within a well-defined system, people have explicitly delegated authority. **Person** culture is a situation in which the human is the centre of attention, and every system exists to represent the people within it. A individual culture is created when a group of individuals determine that it is in their best interests to come together and do their own thing and share office space, supplies, or clerical assistance. Groups of barristers, engineers, doctors, or contractors are examples.

3. Apple Organisational structure in organisational performances

A good organizational structure can elevate a company to good performance overall. The structure for the business appears as a well-lubricated machine, each part of the machine has a specific place and action. If everyone does their job, the results will be positive.

Apple structure is centralized, which means that important decisions are made only by top managers. On the other hand, the company has the practice of listening to the opinions of employees who can communicate with middle managers. Apple is a company with a strong structure that defines itself as a functional organization. This means that the company is organized into separate departments and managers to represent them. (Figure 1. P.12) The tasks are divided into units and each of them organizes and produces a part of the product. The results of the individual units create the overall responsibility of the company.

4. Organisational culture and organisational performances at Apple

Competition is a big issue for businesses in the market in the era of information technology. Apple has created a unique and successful corporate culture in order to retain its leadership status. The corporation receives outstanding performance by using it to meet all of its customers' needs. That is why Apple places a premium on product experience and presentation. They are one of the most profitable businesses and they have a personalized experience for their clients.

At the heart of Apple development is the customer, which shapes its ideology. That's why Apple designs products that are easy to use and offer a great experience. Apple's organizational culture is built and focused on their customers. It is composed of luxury products, quality, innovation, design and service. Each new product provides an impressive new design, better performance and innovation to help the user. With the excellent quality and long-term use, the apple products have won the trust of business customers. Among them are people who live a fast-paced life and I need reliable and trouble-free technology. People who live fast-paced lives and need stable and trouble-free technologies are among them. The secret about new products can be attributed to the cultural organization. Until the day of the presentation, no one knows much about the product. By arousing people's interest and curiosity, they create long-term customers. Customers of the brand can receive high-level service in each of their stores, where they can try all the company's devices, get acquainted with the Apple ecosystem.

Apple is one of the few companies thinking about equality is the team of employees. In their beautiful shops we can see employees in a disadvantaged position and approximately equal sex.

With the example of apple, it is clear that there is a direct connection with organizational results and organizational culture. Apple has a clear culture with which to win new customers. The business has risen to the top of the world due to their successful approach.

5. Individual behaviour at work place

Human behaviour in groups is based on the idea that it serves a purpose. According to Benne and Sheats, the classification of roles in group behaviour can be divided into three groups. Group task roles, Group building and maintenance roles and Individual roles. Group task roles is when the task is common to a group of people, so they must act as a unit. Group building and maintenance roles are oriented towards activities for creating group behavior. Individual roles address personal tasks with no connection to the previous two groups.

The main human needs that are applied in the workplace are security, belonging and respect. Every member of the organization must comply with them. The most important is the managerial task, he has the power to develop the organization in the direction of and to the individual. The feeling of fullness and belonging to an employee can only stimulate him and turn him into an excellent worker.

Even in a group as well as individually, the employee is the main unit in the organization. A different approach to each is needed to smooth out the differences and become an advantage.

6. Recommendations

A good organizational structure is needed to achieve good results. It, in turn, predisposes to the good organization of the work process and the correct distribution of tasks. If all the previous conditions are met, the result will be incredibly excellent. Therefore, in order for a company to have excellent results, it must design and implement an excellent organizational structure.

7. Conclusion

The organizational structure and the organizational culture can be described figuratively as hardware and software of the company. You can connect and complement each other. The organizational structure is focused on the work process, is a plan and framework of the company. On the other hand, Organizational Culture deals with the attitude towards the people in the team, the attitude towards the clients, the volunteers and the sending to the world.

With the example of Apple, it can be seen that excellent organizational structure, inspiring organizational culture, quality and innovative products, and good marketing are the key pillars of success. The company is the world's number one sales force and continues to delight more customers.

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Appendix:

Figure 1: Apple Organisational Structure

