

**Assignment Title: Structure and Culture –
Assessment 1**

**Module Title: Introducing the Modern
Workplace**

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Structure and Culture of Apple Inc.

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Structure and Culture of Apple Inc.

Introduction

Every business is strongly related with variety of communication especially in these days of fast changing environment.

The purpose of the following assignment is to present relationship between structure, culture, people, and organisation performance of Apple Inc.

History of Apple

Apple is a multinational American corporation. The headquarter is in Cupertino, California, United States. It is hold more than 137 000 employees in 2019 and got more than 500 stores over the world. Apple designs and manufactures software products like laptops, smartphones, smart watches, tablets and other computer products and accessories. The company's business operations span the United States, Europe, the Middle East, and Asia-Pacific.

Apple was established in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne to sell and develop Wozniak's Apple I personal computer in Jobs parent home in Los Altos, California. In 1984 they present the original Macintosh. The year after Jobs and other resigned. The 1990s the market for personal computers expanded and Apple got losses from Microsoft Windows on Intel PC clones because of the lower-priced. The board chooses for CEO Gil Amelio and he buy NeXT in 1997. Steve Jobs is coming back as CEO in 2000. In 2001 the company opening first Apple Stores. In 2007 Apple has a big financial success with the first iPhone launch. Dur to health complications Steve Jobs leaving Apple in August 2011. The new CEO is Tim Cook. From 2011 to 2012 Apple launched iPhone 4S and iPhone 5, which is biggest iPhone launch with over 2million pre-orders. The company is well known for its size and revenues. Apple is at the top of Interbrand's annual Best Global Brands report for seven following years from 2013 to 2019 with valuation of \$234.241m. It is the first time a brand crossed the \$200 billion threshold. It is also one of the world's largest mobile phone manufacturer with Samsung and Huawei. (Apple, 2020)

Management

Management is the technology and art of having humans together to accomplish desired goals and objectives via coordinating and integrating all to be had resources successfully. The administration of an organization is management. The management includes activities to develop an organization and organise the workers to achieve the goals using available resources, such as political, environmental, technical and human resources. (Cheffins,1997,p.109-110)

Mary Parker Follett (1868-1933) defined management as "the art of getting things done through people" and she describe management as philosophy.

Apple CEO Tim Cook will loosely describe a leadership style as democratic. In contrast to Steve Jobs, former CEO, Cook seems to have adopted the same practices as the legendary entrepreneur and developed a unique blended leadership mantra. Employees have described how Cook constantly challenges employees sharply with questions. Vice president Greg Joswiak of product marketing at Apple, tells about Cook: "He's just very calm, steady, but will slice you up with questions. You better know your stuff." This approach allows workers to retain productivity and creativity. It lets Cook bring the most out of their staff by ensuring they appreciate the issues affecting the business and hold their experience up to date. (Investopedia, 2020)

Structure

The organization of a powerful international corporation with thousands of workers globally is distinct from a tiny local business with a staff of 20. Organizational structure and culture are key factors that help to motivate employees at all levels of the organization. Apple has an organizational structure which helps to meet them goals. The cultural aspects of the organization concentrate on ensuring a high degree of quality, including imagination and a mindset that contradicts norms and expectations. The business relies on cultural support and continuity, which dictates productivity and market leadership, especially to tackle aggressive and rapid technological advancement and product

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growth. The structure is not a purpose, but an end and should ideally reflect the needs of the company in the present context and take their future needs into account.

The organization aims to expand its cultural aspects under the leadership of Steve Jobs and now Tim Cook to optimize the human resources help for business value on specific markets all over the planet. Apple develops and incorporates the organizational culture as a platform for strategic growth and performance. (Business Insider, 2013)

Culture

Geert Hofstede established the idea of cultural aspects in 1980. This approach explores the understanding of cultural nuances around countries to distinguish how business functions across various societies and their influence on a market environment.

The model identified five categories that define culture:

- Power Distance
- Uncertainty Avoidance
- Individualism - Collectivism
- Masculinity – Femininity
- Time Orientation (Minkov,2012,p.3)

Power Distance

According to Hofstede, this society is completely controlled.

Uncertainty Avoidance

Apple has a philosophy that is appropriate. The organization now appreciates and understands its workers. Apple has a history before under the guidance of creator and late CEO Steve Jobs as aggressive, challenging, and threatening. Since Tim Cook took the lead in 2011, he has spent tremendous effort to humanize the company. Tim Cook spoke out on civil rights, liberty, legal reform, and environmental concerns, unlike his predecessor. (Cult of Mac, 2018)

Individualism – Collectivism

Apple helps its workers to operate for themselves, according to Hofstede. That is why the organization wants the best resources, and even sometimes the feedback is given such that staff are relaxed and inspired. (Apple,2020)

Masculinity – Femininity

In 2018 the company has 33% female and 67% male full-time employees. Ethnicity is very mix as well 23% Asian, 9% Black, 14% Hispanic, 3% Multiracial, 1% Native American, Native Hawaiian and Pacific Islander and 50% White workers. One of the Apple employer Emi-Retail Market Leader said “Everyone here really values individuality”(Apple,2020)

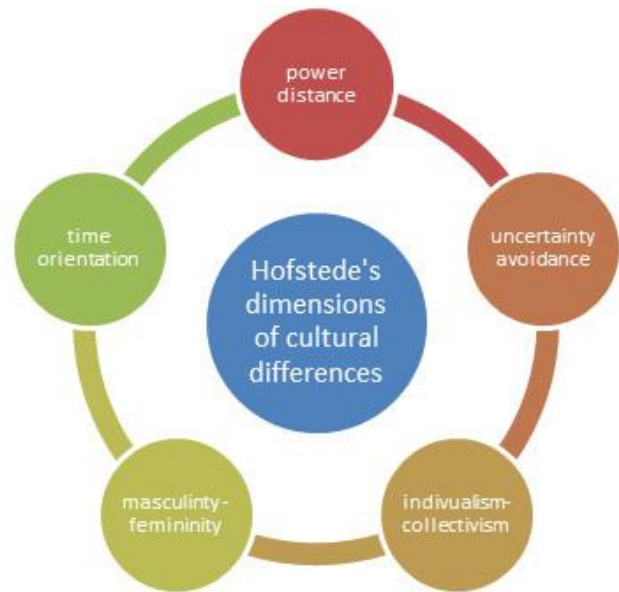
Time Orientation

The long-term orientation and short-term orientation reflect the degree to which culture views the time period. Apple continuously works on the production of its goods and making them new, appealing, and competition-oriented with certain rival brands. (Apple,2020)

Mission, Vision and Leadership

Apple **mission statement** is “to bringing the best user experience to its customers through its innovative hardware, software, and services”.

Vision is the way company sees the future, its long-term objectives and ideas and usually is a statement that would reach out employees and customers. These statements usually have a power to motivate the workers in the company and give a shape of the major company’ ideas.



Hofstede's Model (Google Images)

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The software section of the business comprises its App Store, Apple Pay, iTunes, and cloud storage. It is currently Apple's second-highest post-iPhone market with \$37 billion in sales in 2018, with Morgan Stanley expecting the first \$100 trillion in 2023. The rise predicted points to the power of the Apple company. (Apple, 2020)

Leadership is a vital component of a good boss. Employees want to obey a successful boss and are willing to react. Several experiments about that very subject have been performed – the same suggest that leaders are 'built' with innate properties that build the glow or charm that would attract to others. Certain work is more likely to reinforce the belief that members should be educated to carry on the core traits of successful leadership. (Stimpson, 2002, p248)

Former Apple employee David Sobotta is told, "If we saw Steve Jobs come into a briefing, he couldn't talk about anything else, other than the thing he was working on ... He came into an enterprise sales briefing, and at the time he was working on iMovie. So, we would be talking about home movies in the enterprise briefing." (Business Insider, 2013)

"A decision is a choice whereby a person forms a conclusion about a situation. Within an organisation, it is the point at which plans, policies and objectives are translated into concrete actions" (BPP Learning Media, 2013 p.238)

Apple as one of the leading technology company faces decision-making process and takes deliberately of unintentional steps to make choices, to estimate sales and future costs. The main figure of CEO is obligated to know how to deal with fast changing environment that underlines interacting with staff, communicating, and analysing raw information. There are six phases in the decision-making process: 1. Identification of the issue, 2. Set of info, 3. Generation of remedy, 4. Check approach, 5. Selection of option 6. Implementation of approach.

SWOT Analysis

"Corporate appraisal (SWOT): a critical assessment of the strengths and weaknesses, opportunities and threats in relation to the internal and environmental factors affecting the entity in order to establish its condition prior to the preparation of a long-term plan". (BPP Learning media 2010, "Business Strategy", p.68)

SWOT analysis is a structure that distinguishes and analyses the factors, which influence the business environment of the company. **Strengths and weaknesses** are defined as internal factors, which can be controlled by a business. **Opportunities and threats** are external factors, which intend a very little control over them.

Strengths for Apple is all the company's features that give to the company competitive advantage.

The one of the Apple strengths is to use both direct and indirect distribution channels. The company's retail stores are typically located at high-traffic location in quality shopping malls and streets. Apple's

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ability to compete with competitive is a big plus for the company. The company have support from her own R&D facilities which continues to develop new technologies and up-gradation of existing products. Apple is operating in 24 countries all over the world and the revenue of the company is \$91.8 billion, supported by strong advertising and marketing capabilities. Unique ability to design and develop proprietary hardware, software, applications, and services. (Apple,2020)

Weaknesses are these characteristics, which gives to the business disadvantage comparing with similar companies. Apple's main weaknesses are high priced products and limited advertisement and promotions. Apple products do not support other software or technologies making them incompatible with other devices. Against Apple has legal proceedings from litigation filed for slowing down older iPhones to encourage owners to purchase a replacement as it introduced new models. The lawsuit is yes to receive approval from the US District Judge Edward Davila in California. (MarketLine,2020)

Opportunities are chances to take an advantage of given situation to make profit and improve the company's name. Opportunities may happen from external influence as changes in legislation, economic or social requirements. Apple is yet to launch products that are created using green technology. Apple has highly qualified professionals of researchers, developers, and product specialists like can continuously build new opportunities to consist customer growth. (Apple,2020)

Threats are factors that could generate a risk for the company as new competitors and transformations in external environment that is difficult to be predicted. One of the biggest threats which is facing Apple is Coronavirus Outbreak because it is highly dependent on China for its manufacturing and supply chain. In another look although Apple as a brand has solidified itself, it still faces threats from another brands like Samsung and Google. (MarketLine, 2020)

Conclusion

Every organisation in these days is closely related with surrounded information based on knowledge and sources available to the business to take the right decisions for achieving goals and prosperity in future. A correct analysed data leads to increasing personal networking and expanding involvement of making organisational decisions.

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