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Apple Company and its Contributions to the World

Introduction

When it comes to the consumer electronics industry, there is no doubt that Apple is the most dominant company at present. Apple Computers was founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne. The mission of Apple is to think different and innovate. As a leading company in the consumer electronics industry, Apple has to always be able to launch the most innovative products that the people will surely like. This has been the policy of Steve Jobs, the founder and former CEO of Apple (Young, 2006). The company always aims to avoid simply copying the consumer electronic products that have been produced already by other companies and just making certain minor adjustments before launching them in the markets. Apple always aims to launch products that are truly innovative and one of a kind. This mission has been exemplified upon the launching of the products such as Ipod, Iphone, MacBook and Ipad, all of which were the first of their kind.

Discussion

An important objective of Apple is to sustain its profitability and productivity over the long term. The company understands that this is very important if they want to be able to maintain their top position in the consumer electronics industry. The common way for Apple to achieve this objective is making sure that their products are able to really do well in the markets so that the company can truly be profitable (Elliot, 2011). Even if the prices of the Apple products may not be considered as very affordable, the consumers are convinced that they are of high quality and very reliable, so they are willing to still purchase these products. The massive funds that the company is able to consistently get from the sales of their products in turn help the company to achieve productivity.

Aside from this, another important objective of Apple is to expand their operations all over the world. The company believes that global expansion is also an integral part of their campaign to maintain their dominance in the consumer electronics industry. Thus, Apple is certainly working hard in order to establish their presence in countries where the people have yet to have access to their products. The company knows that once their products become completely accessible to consumers all over the world, there is an even better chance for them to become profitable and productive (Linzmayr, 2004). It is only through global expansion that Apple can remain competitive and be able to fend off the challenges of their competitors that are aspiring to steal the top spot in the consumer electronics industry from Apple and thus have become aggressive in achieving this goal. Dell, Compaq, Asus, Lenovo and Hewlett Packard are considered as the primary competitors of Apple.

There are certain core values that Apple really follows that help to sustain their success. One of these core values is recruiting the best employees who can really help in making the company to improve its productivity and profitability. Apple knows that in order for them to be able to consistently innovate in their products, they need to employ only the best and most capable people. These employees will be the ones that will provide excellent ideas and recommendations regarding the most innovative products that have to be launched by the company in the long run. It is the hard work and commitment of the employees that will eventually bring tremendous success to Apple, so they have to really make sure that their recruitment process is very effective in getting the right people on board.

Customer satisfaction is another aspect that is being valued by Apple. The company always wants to make sure that the products that their customers buy are always of high quality, priced fairly and very reliable. The very reason why Apple has become such a respectable and famous brand is because of the tremendous support that it is able to get from its loyal customers all over the world. This is exactly the reason why the company always want to maintain the high level of customer satisfaction that they are enjoying at present because this is one of their primary weapons to achieve success (Cruikshank, 2006). Apple believes that for as long as they are able to keep their customers very satisfied, they will always be able to become productive and profitable in the long run.

Integrity is being valued by Apple as the company always wants to protect their excellent image and reputation that they have been able to establish for a long period of time. Apple wants to send a clear message to the public that they are certainly a reliable and honest company that only aims to provide the most innovative consumer electronic products (O'Grady, 2008). Thus, the leaders and employees of Apple are very careful not to engage in unethical or illegal activities that will certainly create controversies and tarnish the reputation of the company. They understand that they have to always behave accordingly and make sure that they are able to follow the policies and rules established by the management. In a very competitive consumer electronics industry, it will be difficult and very devastating for Apple to recover from having a damaged reputation.

The influence of stakeholders upon the direction of Apple is very huge and significant. For example, the customers influence the direction of Apple by dictating the products that they want. Apple in turn has to listen to the demands and suggestions of the customers and make sure that these are eventually converted into products that are of high quality and reliable. Aside from this, the employees also influence the direction of Apple depending on the level of effort and hard work that they exert. If the employees are able to always give their best efforts, then Apple will certainly be able to easily achieve their goals. However, if this is not the case, then Apple cannot expect to achieve success in the accomplishment of their goals. Such is the huge level of influence of the customers on Apple's operations and the direction that the company has to pursue.

There is no doubt though that Apple has been able to satisfy the objectives of their stakeholders. For example, one objective of the customers of Apple is to be able to use innovative, high quality and reliable products. Apple is able to satisfy this objective of the customers by engaging in thorough research and development activities (Deutschman, 2001). Another objective of the customers is to access Apple products in a comfortable manner. The company is able to satisfy this objective by constantly establishing Apple stores in strategic locations all over the world. On the other hand, the objective of the employees of Apple is to be able to achieve an excellent career growth and development. Apple is able to satisfy this by making sure that they are able to provide promotions and opportunities for learning to their employees, keeping them inspired and committed to work hard all the time.

Currently, the primary products that enable Apple to be able to sustain their productivity and profitability include the Mac computers, Iphone, Ipad and Ipod. The Mac computers are top of the line computers that help the users to be able to do various activities with the benefit of being able to have bigger memory space and faster processor. The Ipad pertains to a media tablet that enables the people to browse their favourite websites anywhere they may be as this gadget is very handy. The Iphone is the smart phone that has been created by Apple which has touch screen and 3G capabilities. Finally, the Ipod refers to the music player that has a huge storage space for music downloads and video playing features (Gallo, 2010).

Conclusion

Even with the recent death of Steve Jobs, the charismatic and legendary founder of Apple, the future of the company looks bright. With new Chairman Arthur Levinson and CEO Tim Cook taking over the operations of Apple, there is a great possibility that the company will still be able to achieve greater heights. The new leaders of Apple have been well trained by Steve Jobs to be able to have the values and aspirations to be able to continue to dominate the consumer electronics industry over the long term. The company is certainly in great hands with these leaders in charge, but it is certain that the legacy of Steve Jobs is what Apple will always be remembered for. The lessons and principles that he left certainly will continue to guide the company as it moves forward in the long run. His hard work and commitment in establishing a world class company has become well rewarded.

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