

Background of apple inc commerce essay



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Apple Inc. is a company that designs, industries and markets nomadic communicating and media devices, personal computing machines, and portable digital music participants. Apple Inc. besides sells a assortment of related package, services, peripherals, networking solutions, third-party digital content and applications. The company sells merchandises and services such as iPhone, iPad, Mac, iPod, Apple TV, a portfolio of consumer and professional package applications, the Io and Mac OS X runing systems, iCloud, and a assortment of accoutrement, service and support offerings. Furthermore, the company besides sells and delivers digital content and applications through online shops the iTunes Store, App Store, iBookstore, and Mac App Store. The company sells its merchandises globally through its retail shops, online shops, direct gross revenues force, through third-party cellular web bearers, jobbers, retail merchants, and value-added resellers. Not merely that, the company sells a assortment of third-party iPhone, iPad, Mac and iPod compatible merchandises. The company ' s mark market is end user consumers, little and mid-sized concerns (" SMB ") , and instruction, endeavor and authorities clients.

Steve Jobs, Ron Wayne and Steve Wozniak were the laminitis of Apple Inc. In 1976, they invented the first Apple computing machine which consists of non merely circuit board with costs under \$ 700 in Palo Alto, California.

They improved the first Apple computing machine by adding one-megahertz processor and named Apple II became foremost mass-produced computing

machine in twelvemonth 1977. Apple officially became a populace traded company in 1980. Apple Inc. continued developing a better computing machine in ulterior old ages and the first personal computing machine with characteristic which has a mouse for voyaging and desktop icons and booklets called Lisa but this merchandise unable to remain in the market due to high cost of production.

On 2007, Apple had kicked off the epoch of the touch screen smartphone with the innovation of first iPhone. This invention has made a immense alteration in the smartphone market because it caught the attending of the consumers. On 2010, once more Apple unveiled the iPad tablet computing machine and Apple has passed Microsoft as the largest US engineering company in term of market value in May.

On 2011, the co-founder Steve Jobs announced his surrender as Chief executive Officer of Apple due to wellness job and the Chief Operating Officer, Timothy D. Cook took over his topographic point as the new Chief Executive Officer of Apple.

In 2012 September, Apple has introduced its new iPhone 5 which is the igniter, dilutant and more powerful of its nomadic devices. This new merchandise captured the attending of the whole universe by acquiring a pre-order of 2 million and it is twice than the old iPhone 4S.

Planing

“ Apple is committed to to convey the best personal calculating experience to different groups of people like pupils pedagogues, originative professionals and consumers around the universe through its advanced

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hardware, package and Internet offering. “ Retrieved from Apple, 2009 Annual Report.

Apple Inc. is in a competitive and fast-paced concern environment. Everything might alter even in the following second. Therefore, it is of import for Apple Inc. to be in front of its rivals. In order to supply the best engineering experience to clients, employees are given the freedom to better merchandises if they found any issues after they used merchandise. Employees do not necessitate to travel under processes that will devour a batch of times. The issues of the merchandise might be the failing of the company if it is not better or work out.

Apple Inc. program to construct trade name trueness in clients. The mission in Apple Store is to educate and construct trueness in clients. Apple Inc. believed that educates clients are of import to construct client trueness. Therefore, free workshops are offered to people with different degree of experience to cognize more about their new Apple merchandises. Basics of Apple ' s merchandise can be learnt in the workshop. Experiences are shared by those who truly understand Apple merchandises to the attendants of the workshop. A One-to-one preparation plan is besides offered to clients who have bought a new Mac. In the plan, there are three types of preparation picks, which are personal preparation, group preparation and unfastened preparation. If clients are holding a proficient job of their Apple merchandises, they may seek aid from Genius Bar where masterminds are available at that place. The expertness of the masterminds can assist clients to trouble-shoot the job of their Apple merchandises.

In 1990s, Apple Inc. began to concern about the environment. Attempts are made to minimise the impact of Apple merchandises have on the environment. Chemicals were phased out in bring forthing Apple ' s merchandises. Apple Inc. came out with mercury-free backlit show of Macbook Pro, bromine-free printed circuit board laminates, and more. In 2002, Apple Inc. achieved a recycling rate of 41. 9 % based on the per centum of weight from the 2002 gross revenues. The debut of Apple Battery Charger can assist cut down the battery waste by 78 % . Apple has introduced many application programmes like iTunes, Apps Store, iCloud, iBookstore, Newsstand and more. The debut of these application programmes had reduced the traditional use of Cadmiums, DVDs as storage devices for multimedia ; Documents for production of literary plants.

Apple Inc. does non play ' featured games ' with its rivals. Alternatively, Apple Inc. is more focussed on its ain concern than its rivals. For the applied scientists of Apple Inc. , their mission is to come out with great advanced merchandises. The applied scientists of Apple Inc. are driven to invention. They are encouraged to come out with merchandises that can dispute the position quo.

Forming

Apple Executive Team

The organisational chart above clearly showed that Apple Inc. is a functional organizational construction which grouping employees by similar or related occupational fortes. Group employees by similar fortes can do them comfy and satisfied because it gives them the chance to talk in the same linguistic

communication as their equals. The organisational chart besides showed that all of the senior frailty presidents are straight describing to the CEO of the company, Tim Cook, because of the broad span of control of the company.

Apple Inc. is runing under organic organisation construction that has extremely adaptative, loose and flexible, which allows company to alter quickly as required. Employees in the company have the freedom to travel in and better the merchandise if they found an issue that bothered them by without holding to cover with beds of bureaucratism to acquire blessing. This freedom can do Apple Inc. responds rapidly to jobs and improves their merchandises faster.

On the other manus, if concerns managed their money every bit heedlessly as they manage their people, most would be belly-up. Recently, Apple Inc. has provided developing plan for the new hiring employees to better their ability to execute on the occupation, therefore, preparation can alter employees ' certain accomplishments, cognition, attitudes or behaviour. After this preparation, the company can easy set the right people into the right occupations to avoid waste both human and fiscal capital.

Since there is no longer ecosystem to back up fabrication in United States, Apple Inc. decided to fabricate its merchandises in China and cooperate with the universe ' s largest shaper of electronic constituents, Foxconn. The chief ground of Apple Inc. manufactures merchandises in China is the efficiency but non about the cost. China ' s work force is much hungrier and more frugal compare with United States. Foxconn can enroll 3000 of workers

nightlong and China besides provides applied scientists to put up the assembly lines in order to spread out the production of iPhone.

Furthermore, Apple Inc. does not let the usage of minor labour. Suppliers of the company must follow the minimal age for employment in that state, or the age of finishing mandatory instruction in that peculiar state. The company will necessitate providers to return minor labours to school and wage for the educational disbursements, populating allowances, and lost rewards for 6 months or until the labour reaches 16 old ages old if the company found out that providers use minor labour.

Leading

Steve Jobs, the co-founder of Apple Inc. and the Chief Executive Officer of Apple Inc. before 24 August 2011. He graduated from Homestead High in Cupertino, California in 1972. After that, he attended Reed College but he merely studied for one semester and he was dropped out. In 1976, Steve Jobs, Steve Wozniak and Ronald Wayne founded Apple.

In 1985, Steve Jobs got kicked out of Apple Inc. by John Sculley. In 1997, Steve Jobs has returned to Apple Inc. and started to take the Apple Inc. The first undertaking was to do the Apple Inc. more focal point on what merchandise should be produced. He told all his squad members to concentrate on four great merchandises, one for each quarter-circle. By acquiring Apple Inc. focal point on merely doing four computing machines, he saved the Apple Inc. He said that “ Deciding what not to make is every bit of important as make up one’s mind what to make ” . He is besides cut down all the unneeded merchandises, services, selling, packaging and more.

On the last twenty-four hours of each twelvemonth, he will stand in front whiteboard and inquire “ What are the 10 things should be making following? ” He likes to hear what is the employees thought on the Apple Inc merchandises, so that they can make more new merchandises to the market.

Following, Steve Jobs ever warn the employees to simplify the device and package because the first selling booklet of Apple Inc. declared that “ simpleness is the ultimate edification ” . This simplification can make competitory advantages among the rivals because the rival ‘ s merchandises are much more complicated to utilize. Steve Jobs simpleness came non by disregarding complexness but instead by suppressing it.

On the invention, Steve Jobs did non simply to catch up the rivals but is to leapfrog over them. For illustration, Steve Jobs was mortified when he found that the slot thrust of his iMac could non fire Cadmiums. When confronting this job, Steve Jobs has come out a solution which is create the iTunes shop and iPod to reinventing entree to music.

On 24 August 2011, Steve Jobs has left his place as Chief Executive Officer due to the wellness job he faced and his place was took over by Timothy D. Cook who was the Chief Operating Officer of Apple Inc.

Now, Timothy D. Cook is the Chief Executive Officer of Apple Inc. He studied MBA in Duke University, and he was besides a Fuqua bookman and Bachelor of Science Degree in Industrial Engineering from Auburn University. Today, Apple Inc. has about 73, 000 employees is under the leading of Timothy D. Cook. Since he took over Apple Inc. , Tim Cook successfully steered the

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company through contentions at Foxconn mills overseas and the success of release the iPhone 5 and iPad mini. The iPhone 5 was released on 21 September 2012 and it achieved pre-order of 2 million over 24 hours and it was dual the 1 million the iPhone 4S.

Besides, Tim Cook has used his leading manner to alter the company environment. For illustration, the Apple Inc go more corporate, setting more focal point on operational efficiency while still endeavoring to keep the alone civilization Steve Jobs forged as the Chief Executive Officer. Timothy D. Cook is much more accessible comparison to Steve Jobs. He has no job to run into with the investors and sometimes he will hold repast with his employees which is seldom did by Steve Jobs.

Controlling

In commanding, the undertaking of director is to supervising public presentation, measure how good the organisation has achieved its ends and to take disciplinary actions as needed to keep or better public presentation. The ex-CEO of Apple Inc. , Steve Jobs monitors the public presentation of Tim Cook, the ex-COO of Apple Inc. when he was still about. In Steve Jobs ' s surrender missive, he has named Tim Cook as the following CEO of Apple Inc. This backup program makes Apple Inc. able to get by with uncertainness.

To the Apple Board of Directors and the Apple Community:

I have ever said if there of all time came a twenty-four hours when I could no longer run into my responsibilities and outlooks as Apple ' s CEO, I would be the first to allow you cognize. Unfortunately, that twenty-four hours has come.

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I hereby resign as CEO of Apple. I would wish to function, if the Board sees fit, as Chairman of the Board, manager and Apple employee.

Equally far as my replacement goes, I strongly recommend that we execute our sequence program and name Tim Cook as CEO of Apple.

I believe Apple's brightest and most advanced years are in front of it. And I look forward to watching and lending to its success in a new function.

I have made some of the best friends of my life at Apple, and I thank you all for the many old ages of being able to work aboard you.

Steve

Retrieved from hypertext transfer protocol: [//www. apple. com/pr/library/2011/08/24Letter-from-Steve-Jobs. html](http://www.apple.com/pr/library/2011/08/24Letter-from-Steve-Jobs.html)

After the decease of Steve Jobs, Apple Inc. has n't let go of anything large and new. But it has built better iPhones and iPads. Apple Inc. announced that pre-order of its iPhone 5 topped 2 million in merely 24 hours, and iPads sold 3 billion in 3 yearss. The quarterly net income of Apple Inc. climbed to \$ 8. 2 billion on gross that rose to \$ 36 billion on the dorsums of hot-selling iPhones and iPads. Within one twelvemonth, Apple Inc. portion increased and the company ' s value has about doubled since Steve Jobs decease.

Apple Inc. makers continually better electronic engineering so that company can offer more power in a smaller bundle. Apple continually offers smaller devices to the market before the competition. Macbook Air, the thinnest laptop on the market is the premier illustration of the merchandise in the

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market. This thought introduced by Apple introduced thought before their competition, so they able to carry through these efforts in record clip with streamline work flow procedures and mechanization.

Apple Inc. late came out with Apple Supplier Responsibility 2012 Progress Report that inside informations their attempt to better workers protection and mill status. Apple Inc does non let the usage of minor labour, if workers had either left or reached legal on the job age by clip of the audit, they will take immediate disciplinary action.

On 28th September, 2012, the CEO of Apple Inc. Tim Cook has written an apologize missive on Apple ' s website sing with the Maps play that been blossoming with the debut of iOS 6.

To our clients,

At Apple, we strive to do world-class merchandises that deliver the best experience possible to our clients. With the launch of our new Maps last hebdomad, we fell abruptly on this committedness. We are highly regretful for the defeat this has caused our clients and we are making everything we can to do Maps better.

We launched Maps ab initio with the first version of Io. As clip progressed, we wanted to supply our clients with even better Maps including characteristics such as turn-by-turn waies, voice integrating, Flyover and vector-based maps. In order to make this, we had to make a new version of Maps from the land up.

There are already more than 100 million iOS devices utilizing the new Apple Maps, with more and more joining us every twenty-four hours. In merely over a hebdomad, iOS users with the new Maps have already searched for about half a billion locations. The more our clients use our Maps the better it will acquire and we greatly appreciate all of the feedback we have received from you.

While we 're bettering Maps, you can seek options by downloading map apps from the App Store like Bing, MapQuest and Waze, or utilize Google or Nokia maps by traveling to their web sites and making an icon on your place screen to their web app.

Everything we do at Apple is aimed at doing our merchandises the best in the universe. We know that you expect that from us, and we will maintain working non-stop until Maps lives up to the same improbably high criterion.

Tim Cook

Apple 's Chief executive officer

Retrieved from hypertext transfer protocol: [//www. apple. com/letter-from-tim-cook-on-maps/](http://www.apple.com/letter-from-tim-cook-on-maps/)

What make Apple Inc. success?

Apple Inc. leads the market by presenting the first iPhone. Apple Inc. is turning twenty-four hours by twenty-four hours under the leading of Steve Jobs. Steve Jobs 's prima manner that emphasizes flawlessness had produced iPhone series that is widely accepted by all market section. Steve Jobs knew good about engineering, market and art so he combined all

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together when thought of new merchandise. Engineers in Apple Inc. considered on the quality of the merchandise instead merely generates net income. Unlike other rivals, Apple Inc. does non merely come out with a merchandise that is uncomplete or disgruntled. For illustration, rivals such as Samsung frequently come out with new merchandises nevertheless its merchandises ever have job. Apple Inc. concerns on environmental issue non merely salvage the production costs while besides build good image of corporate. Apple Inc. provides assortment beginnings for consumers to work out their job when they face any job with the merchandises. Free workshop and Genius Bar where masterminds can assist clients to trouble-shoot the job of their Apple merchandises. This will assist consumers to understand better and cognize more advantages of Apple ' s merchandise.

Challenges

Apple Inc. faces challenge in Tim Cook ' s leading. Since the manner Tim Cook leads is different from Steve Jobs hence employees need clip to get by up with the new prima manner. Steve Jobs emphasized perfect in production of merchandises hence employees are given force per unit area to maximise the flawlessness nevertheless Tim Cook is more flexible. This might do the quality of Apple ' s merchandise to diminish.

Technology is besides a challenge for Apple Inc. Technology betterment is an uncertainty, no 1 will cognize when there ' s new engineering will be invented. Apple Inc. ' s merchandise is based on engineering hence if there ' s no engineering promotion, Apple Inc. will non able to bring forth new merchandise.

Rivals are one of the major challenges faced by Apple Inc. Google new innovation of operating system called Android had threatened Apple Inc. ' s iPhone Operating System. This is because Android can be used in assorted smartphones such as Samsung, HTC and Sony Ericsson but it can merely be used in Apple Inc. ' s merchandises. Android system and iOS system is rather similar, consumers whose buying power is low will take to buy other merchandises this will finally impact Apple Inc. ' s gross revenues.

Critique of Apple Inc.

If you fail to be after so you plan to neglect. Planning plays an of import function in every organisation and same goes to Apple Inc. The company gives employees the freedom to better the merchandise if they found any issues after they used merchandise without blessing needed. Planning has to carry through with the company ' s mission. Apple Inc. ' s mission is to educate and construct trueness in clients. To accomplish their mission, Apple Inc. conducts free workshops to people with different degree of experience to cognize more about their new Apple merchandises. Customers can learn rudiments of Mac, iPod, iPad or iPhone in the workshop. This will assist to construct client trueness nevertheless will devour a batch of time and might non work. Time is cherished to the people nowadays hence will people pass time to go to the free workshop? This is should be considered. Apple Inc. will non able to construct client trueness if clients do non go to the workshop. Apple Inc. focuses on its own concern instead than its rivals ; this will assist them bring forth a better merchandise but excessively concentrate on its own concern will do them unable to vie with its rivals. Technology will better twenty-four hours by twenty-four hours, if Apple Inc. merely focuses on its

concern, the company ' s place as market leader will be taken by other rivals such as Samsung.

Apple Inc. patterns organic organisation construction which will allow the company to run more efficaciously. Employees are given freedom to better the merchandises when they found out any job of the merchandise, this will assist the company to work out the merchandise ' s failing faster. Yet this may besides convey negative impact on company. Improvement done by employees does non necessitate blessing from top direction, if the alterations done by employees had made the merchandise worst this will destruct company ' s repute. For illustration, alterations made on one of the apps had clash with another apps and do the merchandise ' s certain map unable to work. Apple Inc. does non let minor labour to take part in the production of their production but Apple Inc. unable to guarantee that this will non go on. This is proven when Apple Inc. ' s largest contract maker, Foxconn has acknowledged engaging labour who ranged in age from 14 to 16 in a Chinese mill. This is non against human rights while company ' s repute will be affected every bit good.

Apple Inc. is really successful under the leading of Steve Jobs nevertheless his leading is non perfect because no 1 is perfect. Steven Jobs emphasized simplification in making its merchandise nevertheless its merchandise is still hard to utilize particularly for new user. Apple ' s merchandises do n't come along with manual brochure hence new user will happen trouble during their first clip of utilizing Apple ' s merchandises. This will do users to exchange to other trade name due to incommodiousness of the system. Besides, Job ' s solution which is create iTunes shop and iPod to reinventing entree to music

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solved the job of iMac that unable to fire CD nevertheless users can't reassign music to other devices. This became a failing of Apple's merchandises. iPhone 5's pre order is dual from iPhone 4 because Apple's user anticipating a better version of iPhone nevertheless map of iPhone 5 did n't non alter much where this disappointed the users and if iPhone 6 is introduced the pre order will drop where finally will do the gross revenues to diminish excessively.

Good controlling is required to pull off a company. Without commanding, the company will shut down any clip. Steve Jobs named Tim Cook to replace his place as CEO of Apple Inc. after supervising his public presentation, this will guarantee the company's day-to-day operation to travel good. However, what will go on to Apple Inc. if Tim Cook resigns due to some ground? Who will be the following CEO of Apple Inc. ? This will act upon the company's market portion. Apple Inc. should develop few campaigners that can take over the CEO place. Introduction of iOS 6 by Apple Inc. had jobs with the Maps therefore the current CEO of Apple Inc. , Tim Cook suggested others options map apps that can be downloaded from Apps Store such as Bing and so on while the company is bettering the maps. Tim Cook's suggestions help to work out client's job nevertheless this besides proved that their merchandise can be replaced by others. Customers will non necessitate to purchase Apple's merchandise any longer since other merchandise can replace it and Apple's merchandise is much higher than the others.

Decision

Apple Inc. is a company that focuses on engineering merchandises. Steve Jobs was the of import individual who lead to the success of the company

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and presently replaced by Tim Cook. For Steve Jobs, the mission of Apple Inc. was his mission besides. He planned to come out with extraordinary smart phone or engineering appliance that will run into or making better than the outlook of clients.

Apple Inc. has organised good its resources to carry through the ends of the company. If one of the resources fails to organize decently, Apple Inc. will non be so successful like today.

Steve Jobs is a determination shaper as he can do a right determination that what merchandise they should bring forth and what should non for their company merchandises. After surrender of Steve Jobs, Timothy Cook has take over his place as new Chief Executive Officer. Timothy Cook is a individual who can easy pass on and interact with his employees. This can do the employees work harder to the company. Directors of Apple Inc. ever monitors the public presentation of the subsidiaries, provide backup program to get by with uncertainness and measure how good Apple Inc. has achieved its mission. Tim Cook is able to take disciplinary action to get the better of the jobs that occur in Apple ' s merchandises.

Pull offing an organisation is a complex activities, effectual director must have many sort of accomplishments, cognition and ability. Management is an unpredictable activity. Making the right determination is hard ; even effectual directors frequently take errors, but Steve Jobs learn from their errors and continually happen manner to increase company ' s public presentation.

Planning, forming, taking and commanding are indispensable parts of a director ' s occupation. Performing these four activities successfully is of import for effectual direction. Management is really of import for a successful company, Steve Jobs ' s leading had proven this.