

Man101

Technology, Computer



Elif Alara Saltık 20. 03. 2013 21100823 Man101-01 Mission Statement

Mission Statement of Apple Inc. Mission Statement: Apple computer is committed to protecting the environment, health and safety of our employees, customers and the global communities where we operate. We recognise that by integrating sound environmental, health and safety management practices into all aspects of our business, we can offer technologically innovative products and services while conserving and enhancing resources for future generations. Apple strives for continuous improvement in our environmental, health and safety management systems and in the environmental quality of our products, processes and services. Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork, and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple reinvented the mobile phone with its revolutionary iPhone and App Store, and has recently introduced its magical iPad which is defining the future of mobile media and computing devices. Apple Inc. is a multinational corporation which established in California. It is established as 1 personal computer kid by Steve Jobs, Steve Wozniak, Ronald Wayne. Apple designs , produces , sells electronics, such as computer software and personal computers. Apple is founded on April, 1 1976 and changed as Apple Computer on 3 January 1977. Apple designs personal computers such as Macs, with professional software. It also leads a digital music revolution with Ipads and online Itunes stores. Instead of classic software Apple invented new software with iWork, iCloud . Apple offers to its customers a broad topic and applications. Target market of Apple is everyone. For example children can play such games on

Ipads , Iphones. Stimulation that Apple has is very innovative. Adults, teenagers, workers, business man can also benefit from Apple devices, they can reach newspapers , books, stocks etc. Apple produces Ipads, laptops which are named as “ Macbook”, Ipads. These variations show that Apple provide many different products to customers. Tim Cook states that they believe that Apple devotes itself to hire best personal students, creative people and consumers, with new innovative software. The objective of Apple is expanding their sales with the customers that they do not yet provide any Apple devices. Their strategy is expanding the distribution of products and reaching more people. Because of the innovation with Ipads, Iphones, Macs Apple is an innovative corporation. With selecting experienced staff they make its strategies succeed. With strategic objective , corporations should focus on market standing, innovation, human resources, financial resources, physical resources, productivity, social responsibility and profit requirements. Tactics that Apple uses Third Party Retail Stores, Flagship Stores, and Internet providers. Apple makes their products such as Iphone which are sold in Internet providers such as Smartphone3. It also offers its devices in third party retail stores such as Broadway. Apple also sells their products and devices in flagship stores such as Turkey, China etc. Consequently , Apple is an innovative corporation which wants to reach a broad number of consumer , people and as all of the corporations , Apple wants to increase the profit and wants to provide new products. The mission statement of Apple is quite boring because it does not talk about its people, it also does not mention about its environmental aims which is really important while we review Apple website. It talks all about the products it has already created.