

Econ 1

Literature, Russian Literature



Task ECON Introduction Decision making process involves formulating the best choices among possibilities so as to achieve the organization goals and objectives. Information may flow from the top to bottom, bottom to top and through the middle. Dissemination of ideas majorly depends on how the firm is structured, technology level and the major operations of the company.

Apple is Smartphone Company founded and deals in phone technology around the globe. Decision is made from the top to the bottom (Klaiber, Ben, 2013). Management generates the ideas and passes them on to the middle managers who convey it to the junior members. Managers also ensure implementation of the decisions and provide feedback to the management. Apple has the second largest market share of Smartphone's in the world after Samsung and the biggest market share in United States. This exposes them to a wider market both locally and internationally as compared to competitors say, Nokia. Hence, the firm can sale more products that increase their revenues than the rivals(Gitman, Lawrence and Carl, 2009). Excess capital generated is used in research and development so that they can produce quality goods in the market at relatively cheaper prices. This makes apple to improve its performance over the competitors. The firm can also influence market demand and prices due to its share market locking out rivals.

Conclusion

Apple is one of the biggest Smartphone Company in the world. If they can take the advantages in the market, they can close the gap with their major rivals Samsung.

Work cited

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Klaiber, Ben. Anatomy of an Apple: The Lessons Steve Taught Us. Cork: BookBaby, 2013. Internet resource.