

Mgmt

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Core competencies of apple Inc. In the current speedy advancing business world, having the best set of strategic insights is the basis to enjoying maximal competitive advantage. One of the most successful companies in competency is Apple Incorporation. This is due to a significant number of core competencies applied in the day-to-day business operations of the company (Ireland, Hoskisson, & Hitt, 2008).

It is vital to note that one of the core competencies for Apple Incorporation include innovation. To be specific, innovative software design and mobile technology device technology has helped the company come up with products that effectively support processing of music, video and electronic records. As a result, the company has been successful in satisfying large set of targeted customer groups. Innovative designs make Apple Incorporation unique thus giving it an immense competitive advantage over its competitors (Ireland, Hoskisson, & Hitt, 2008).

The availability of strong marketing teams is another core competency for apple Incorporation. These teams are composed of highly qualified and most competent marketing professionals. Spread all around the globe, the marketing teams play a very important role in raising the company's customer base thus creating a great competitive edge.

Strong financial performance is also a core competency for apple incorporation. Apple is a company that is very strong financially. Between 2003 and 2008 apple Incorporation tripled its sales revenue from \$24million to \$3. 4 billion. Thus, the company is able to r pay large amounts of money to the most qualified professionals (Ireland, Hoskisson, & Hitt, 2008).

Lastly but not least, availability of a very strong brand reputation for its

products is a key core competency for Apple. Its products include iPhone, iMac, iPod and Mac hardware and software. The products have enhanced features and colors, which make them more appealing. In addition, the ability to produce music, video and electronic records in the devices have helped Apple in gaining valuable recognition of its brand (Ireland, Hoskisson, & Hitt, 2008).

References

Ireland, R. D., Hoskisson, R. E., & Hitt, M. A. (2008). Understanding business strategy: Concepts and cases. Mason, OH: South-Western Cengage Learning.