Organizational culture at apple inc

Business, Company

OrganizationalCultureat Apple Inc. In the year 1976, it was a dream for most people to buy a computer for their homes. Back then the computer community added up to a few brainy hobbyists. So when Steve Wozniak and Steve Jobs sold a van and two programmable calculators for thirteen hundred dollars and started Apple Computers, Inc. , in Jobs garage, the reach for success seemed far. But these two young business men, Wozniak 26 years old and Jobs 21 years old, had a vision. Computers aren't for nerds anymore, they announced. Computers are going to be the bicycle of the mind.

Low cost computers for everyone. From the first day on the founders of Apple kept their vision intact and they spoke it at every turn. They only hired people into the company that had the same visions as they did. Even though Jobs was the founder of Apple Computers, he resigned from Apple Computers in 1985 to form NextStep Computers after losing control of Apple. Steve Jobs was re-hired in 1997 to save Apple from its beleagurement when the past three CEO's could not bring Apple to its glory days again. Steve Jobs is one of the founders of the Apple.

From the beginning his main goal was to make technologies that will change the life style and that will serve the customer. Jobs left the apple during the 80ies, only to return in 1997 and completely shake things up. He is known not only as a good visionare but as well as someone whose decisions are always unpredictable (switching to Intel). He is as well known for publicly provoking his competitors (Mac vs PC videos and talking how Michael Dell and his empire are far behind Apple when it comes to innovation and that they can only copy them.

Knowing to implement excellent design to all of its products - Apple is putting a lot effort when it comes to design of all its products. After Steve jobs returned to the company, both desktop and laptop computers received new stylish helmets. Even the OS X and later Tiger had better appearance than Windows. Apple Computer, Inc. has experienced both the best of times and the worst of times. The further survival and success of this company will depend on what strategic course they decide to pursue. In order to do this, the company must first re-establish what it actually is and what it aims to become.

It is important to start a course of action and develop a culture that understands and supports Apple's mission. The computer industry is important for Apple. It should therefore concentrate in its expansion. However, survival in the computer industry depends on the development of new products andtechnology. Products are subject to quick obsolescence and being a leader in new products is essential. In the past, a budget was cut as a cost saving measure. This is still advised due to the importance of developing new technology. Another recommendation for Apple is to consider the licensing of clones.

Apple is the only company in the PC market that makes both computers and the operating systems to run them, whereas the market is dominated by computers that combine Intel processors with Microsoft operating systems. Because of their financial situation, they need to better position themselves to quickly produce and distribute any newly developed products. For example, if they developed a revolutionary new product, cloning companies

could assist in the production and distribution of this technology. Revenues would be generated from the licensing agreements.

This could result in quickly establishing this new technology in the industry and re-establish Apple as a leader in technology development. Developing a better marketing and distribution of their products is a further recommendation for Apple. Apple products are not as available as PCs to the retail market. People should have as easy access to Apple products as they have on other PC's. Next, Apple should develop an integrated and easy-to-use computer system. This system could be targeted to young children and older individuals that would be interested in using a computer but do not want the hassle of setting up equipment.

Although there are many different strategies to consider, Apple's future success will depend on their future strategic decisions. Next, Apple has proved to be much more innovative in the industry than Microsoft. By trying to be always one step further, Apple has managed to develop the iPod and iTunes, as well as the iPhone which are all complements to the digital industry. Microsoft has not developed anything new and original for a long time now. It seems that all they do is creating advanced version of the operating system that is not always compatible with the old ones. Unlike Microsoft who is desperately trying to buy Yahoo! nd stay competitive, Apple does not have to do anything to prove its popularity. It already has faithful customers and their numbers are increasing every day. The reason for this is Apple's good knowledge in customer base. Apple's move into new industry may have different effects on its core business. However, given the success

of the iPod and iTunes as well as the further promotion on the iPhone, it is safe to say that Apple is doing well in both industries. This means that Apple has already shifted in a different direction (digitalmusic) but so far it has had a lot of success.

In fact, some people might have heard about the iPod first, and then found out that Apple is actually a big and successful company that manufacturers computers as well. If a customer is satisfied with one product, he/she will be willing to buy another from the same company. If a person sees that Apple is selling all of these different products, and they are all popular and good quality, there is no reason why this person would not buy from Apple. Apple already has loyal customers and any innovation that may happen could only lead to more success.

It will also increase its profits and gain more popularity. This is why, we believe that moves into new industry might impact Apple's core business, but in a good way – bring better promotion and reputation. There are number of reasons why apple is set up for success within computer and music industry. It designs a very good quality, compatible hardware and software products. The operating system that runs on the Mac hardware (Mac OS X) remains as the major advantage over any version of Microsoft poor quality operating system with a lot of viruses, worms, spyware, and adware.

Apple creates programs that run on Mac Os X operating system, and this brings bigger market share. Apple is set up for success because it targets a niche market: the Apple users. As thecase studypresents, it creates its own

miniature techno-environment, economy with a wide range of products offered to their clients, this builds up their market share, and strengthens their position, creating future loyal customers. Apple sets up its own stores to display their products; in this way it catches new potential clients.

Apple launched many advertising campaigns; one of them featured " real people" who had " switched" from the Microsoft Windows platform to the Mac. A popular advertising slogan " Think Different" remained the integral part of Apples identity. Put simply, Apple approaches the customers, with original, funny ads, this precipitates to the creation of the products considered as fashionable, well designed and build on Apple technology. Apple owns a big share of the market, which makes it easier for the future success. It is better to work for Apple because it s a dynamically growing company with well developed campuses where the employees play and work at the same time. With the high technology used in the Apple product, employee can participate in the development or learn how company like Apple works. Apple is a rewarding environment in which employees can build theircareerusing their special skills and talents. Apple is looking for newly graduated students, and professional programmers who are looking for work sacrificed for people who would like to work in different departments, starting from Mac Hardware Engineering finishing on Retail.

It is worth working for a company like Apple because of the success that the company has achieved. Steve Jobs has done an amazing job at revitalizing Apple Computers. He took over Apple when it was at the brink of death, and brought back with much life. In spite of the bad publicity about its

unprofitable quarters, predictions about its death, falling market share, and advice on how to save the business (i. e. make Windows compatible hardware), Jobs continued to prove the critics wrong.

Even with the 5% market share, Apple is trying hard to increase its market share. As the world's lowest paid CEO at $1 per year (Guinness World Records, 2000), Jobs strives to make Apple provide the best computing experience to its users. To be a successful CEO, one must understand the market they are competing in. Even though the previous CEOs did not have any computer related experiences, but was highly successful and regarded at their previous positions. The CEOs did fail to adapt their strategies remain competitive in the computer market.

Scully could not maintain the competitive advantage it once had, and the other two CEOs did not have the right strategies to bring Apple back to its glory. Because they did not fully understand the computer market as Jobs had done, they unsuccessfully struggled to keep Apple from falling farther down the market. With Jobs deep understanding of the computer market as a pioneer in two businesses, consumer, and a technician, he implemented many of the strategies Apple should have done in the beginning.

His added value to the Mac with software, customized the products to a target market, and simplified the product chart. Steve Jobs has successfully saved Apple from death, but he faces a greater challenge, increasing market share. As long as Jobs can maintain Apple's competitive advantage and sustain it, increasing market share should not be too much of a problem. References http://www. bloggingstocks. com/category/battle-of-the-brands/2.

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