

Strategic plan mission vision and objectives business plan examples

[Business](#), [Company](#)



**ASSIGN
BUSTER**

\n[toc title="Table of Contents"]\n

\n \t

1. [Apple Inc. Strategic Plan](#) \n \t
2. [Mission and Vision](#) \n \t
3. [Assumptions](#) \n \t
4. [SWOT](#) \n \t
5. [Strategic Alternatives](#) \n

\n[/toc]\n \n

Apple Inc. Strategic Plan

Apple Inc. is one of the largest and leading company in designing, manufacturing, and marketing of computer related products and consumer electronic products. Additionally, the company supplies a wide range of related accessories, networking solutions, and other compatible products. Primarily, Apple Inc. distributes its products and services to customers across the world through channels such as retail stores, third-party cellular network carriers, and direct sales force.

Mission and Vision

Although not stated in its annual reports or on the company's website, Apple Inc.'s mission and vision statements are stated in its business strategy section. Apple Inc.'s mission is targeted towards being committed to the supply and delivery of exceptional computing experience to customers in all target segments. The company aims to achieve this mission by capitalizing

on its unique ability of designing and developing unique and superior innovative products.

Apple Inc.'s vision entails believing in the ability of using superior technologies and putting systems in place to ensure the delivery of a continuous innovative experience. Continued investment in research and development is critical in the expansion of the discovery and innovative process in the company. To achieve this vision, the company is guided by objectives and strategies in areas such as R&D, finance, marketing, and operations.

Assumptions

As earlier mentioned, Apple Inc. has not specified its vision and mission statements in any of its strategic reports or the website. However, an analysis of its business strategy and business description reveals critical information that can be used to deduce its mission and vision statements. The company's business strategy is presented in the 10-K filing report.

SWOT

Despite the company's strong brand image and industry performance, the computer and mobile technology industry is becoming highly competitive. Premium pricing and the ability to generate increased consumer demand have the key driving factors for the company. The success of the consumer electronics segment faces increased pressure from the emergence of android devices. Apple's internal and external analysis is presented as follows:

Apple Inc. enjoys a strong brand image which enables its products to enjoy a competitive advantage over other products in the market

The company is of the most profitable companies in the world and its strong financial performance strengthens stakeholder confidence and it as well improves the company's capital base

The company is driven by research and development thereby enhancing its innovative capabilities

Operational results and the strong company's position might be affected by increased cases of patent infringement lawsuits

The growing smartphone and tablet industry provides increased opportunities for the company, and the company can use this opportunity to generate increased revenues

Emergence of devices running on the android platform are likely to influence the company's market performance

Revenues might decrease due to increased competition in the market

Strategic Alternatives

Apple Inc. should capitalize on new product development, increased investment in research and development, and incorporation of new synergies to strengthen its business strategy and remain competitive in the market. Visionary leadership and increased investment in innovative products are other alternative approaches that can be used by the company to enhance its sustainability in the market.