

Detailed business analysis of apple brand

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As a mutual fund manager, the decision to invest or not to invest in a company is one that entails thorough research of a company's assets, business practices, and their way ahead. As a mutual fund investor, I want to invest in a businesses with high return on investments and businesses that need collateral but will not hinder my business. I will conduct a detailed analysis of their brand, stakeholders, customers, products, business ownership, and a SWOT analysis. Background Information

Apple was founded by Steven Jobs, Stephen Wozniak, and Ronald Wayne in 1976, they launched their first computer in 1977 in which they earned over \$100 million by 1980. In 1984, Apple introduced the Macintosh, the first personal computer with a mouse, which was very unsuccessful in the beginning. Steven Jobs left Apple but returned to work there in 1997. Apple created very innovative products such as the iPod, iMac, iPhone, and iTunes. Apple is known for technologically advanced innovative products, which in return allows them to market their products at high dollar value and create a high demand.

With the resignation and death of Steven Jobs, the future of Apple is unpredictable. SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) Strengths Apple's products are leading the way in design, reliability, longevity, uniqueness, and development. Products such as the iPhone, iPad, Mac, and the iPod have become the forefront in their specific arenas. Apple is known for creating innovative products that attract to people of all ages. Unlike many other companies, Apple is involved with every aspect of their product from the design to the software on the products.

With the variety of products offered by Apple, they have very many loyal customers whom can use Apple for all of their IT needs. This is important when branding a product with all of the variety choices of electronics offered. In addition, Apple has capitalized on their products by making them easily accessible to their consumers. The implementation of iTunes, a proprietary digital media player application, used for playing and organizing digital music and video files (Wikipedia), which is also compatible with Windows, has enhanced their level of distribution to adults and children. According to data monitor, Apple is currently the largest technology company in terms of market capitalization. Weaknesses One of the most notable weaknesses was Steven Jobs resignation in August and his death in October. Job was considered the backbone of Apple and is hugely responsible for the success of the company over the past decade. Apple products are quite pricey compared to their competitors' products, which may keep them from obtaining or retaining clientele. With the current state of our economy, many customers cannot afford to pay more for a product especially when there is a similar more affordable product available.

Considering Apple does all of the designing of the hardware with their products, many apple products are not compatible with Microsoft. A huge example of this is the inability to use Microsoft office on many Apple products. Perhaps if Apple branched out and expanded their research and development, they could have more products that are interchangeably adaptable/compatible. Opportunities Apple has the opportunity to expand their iPhone to other retailers such as Sprint and T-Mobile rather than just limiting it to AT&T and Verizon.

The iPhone has proven to be a very successful product even with all of the defects they have had to fix over the years, and it can present huge expansion opportunities. Apple's Mac computers and notebooks have been a huge success and are known for their virus free operating systems. Apple should take advantage of this and expand more into the European and Asian markets which could help capitalize their profits. With the increase emphasis on eco-friendly products, this market is only growing and can open the doors for Apple to expand even more. Threats

Apple is in constant competition with PC competitors such as Dell, Microsoft, and HP, and on the mobile side, Motorola, Nokia, and Samsung. Both sides of their competition offer more affordable products and many times pick up the slack where Apple failed at. An example of this is the GoogleTV and the Android by Motorola. Also, many companies have latched out to businesses and become their primary source of equipment, however because Apple products are not compatible with Microsoft office, it prevents them from successfully entering this market.

The company's internal and external stakeholders According to the U. S. Department of Interior, a stakeholder is any individual or group that has an interest in a decision or actions of the company. The stakeholders can have authority or decision-making power, affected by the decisions, and is a part of the implementation process. The internal stakeholders are the employees and the company's owners. When Steve Jobs resigned, Tim Cook became the new CEO of Apple. As the CEO you are responsible for making sound decisions that do not hurt your company and its employees.

In conjunction with the CEO, the managers, researchers, developers, partners, and all other employees are internal stakeholders as well. The employee's needs are that they have good working conditions and reasonable benefits package to keep them employed. With the success of Apple over the last few years, it is safe to say that Apple as a company is meeting the needs of their personnel. The external stakeholders are the customers, suppliers, and the government. The customers ultimately make or break the success of a company because they are the ones that have to be impressed enough to buy the products.

Customers expect great service, superior products, and reasonable prices. Apple has listened to their customers' needs and implemented various services to ensure they are satisfied with their products. Apple is a consumer of their suppliers, therefore, the suppliers need to make sure that Apple is happy with their services, and in return Apple will continue to utilize them. Another external stakeholder we sometimes forget about are the government and media outlets. As we all know the media plays a huge role in the success or failure of a company.

Apple has experienced both sides of the media, and with the tragic death of Steven Jobs, the media has focused huge amounts of attention on Apple which could turn into a positive outcome. With the economic crisis we are going through, the government expects Apple to create jobs to help strengthen our economy and they also have the ability to raise taxes that Apple pays. In conclusion, Apple has very loyal customers and as long as they keep working to create and perfect their products, they will always remain a stiff competitor.

With Apple's plans to expand and diversify to integrate into other markets shareholders and stakeholders have nothing to worry about. References U. S. Department of Interior. (). What is a Stakeholder. Retrieved from http://mits.doi.gov/cadr/toolkit/stakeholder_index.cfm Apple Inc Company Overview. (2011). Retrieved from http://www.datamonitor.com/store/Product/apple_inc?productid=5B0A0C20-9BB6-4284-A575-AC0F2261F45C Wikipeda. (2011). Apple Inc. . Retrieved from http://en.wikipedia.org/wiki/Apple_Inc.