

Essay on companys objectives and strategy

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



Introduction

Apple Company is engaged in marketing, development and designing media devices, portable digital music players, and personal computers.

Additionally, apple sells various related services, software's, third-party digital applications and content, network solutions as well as peripherals (O'Grady, J2010). The company manages all its business on a geographical basis. On the other hand, Google is one of the leading advertising and internet technology companies in the globe. Its area of specialization is the internet search engines and other related advertisement services.

Furthermore, Google maintains wide online content and web sites, which are always available for free through its search engine (Scott, 2008).

Long-term objectives of Apple and Google

Apples long term objective is to bring best personal mobile communication, computing, as well as portable digital video and music experience to educators, businesses, government agencies, students, and all consumers, through its inventive and innovative knowledge on computers, media services, mobile communication systems, and software's (O'Grady, 2010).

Certainly, the long-term objective of Google is to maintain its leadership in providing advertising, internet technology services, as well as organizing information in the world. In fact, they want to expand its online services on advertisements as well as internet technology. Their main long-term objective is to be able to understand everything in the world, by launching new products and inventing others without disrupting the existing services (Scott, 2008).

Objectives of Apple and Google

Always be renowned for supplying exceptional brands such as digital iPod chain of video and music players, handsets of iPhone Smartphone, iPad portable, as well as Macintosh systems (O'Grady, 2010).

Another objective is to ensure that consumers, businesses, professionals, educators and students receive exceptional computing experience through software and hardware innovations, as well as, internet offerings.

Apple Inc objective is to continue producing low cost, user friendly, and high-quality products that entail modern technologies.

Maintain its dominance in internet provision and advertisement services.

Ensure that infrastructure improves, to enable their efficient engineers become more productive.

Another objective of Google is to endure that their tools and services are running in the entire globe (Scott, 2008).

Focus on innovations of their tools to suite and serve the ever growing population.

Which Strategy is Apple and Google using.

Strategically, Apple have always ensured that their products are of high quality, user friendly as well as providing its goods to customers at affordable prices. This strategy has made Apple company be the best providers in personal computers, media services and portable digital video

and music. On the other hand, Google have hit the market by employing high quality service strategy, Google ensure that they have won everything in the world, and improve its search engines to ensure that its customers receive quality services (Scott, 2008).

Key elements of Apple and Google strategy

The key elements of Apples strategy include vision, mission, organizational structure, strategic plan, and SWOT (product brand, price, place, and promotions). Coming from the recent launch of Apples new product, its game and strategies have always topped. Apples mission, vision and objectives have been clearly stated, all targeting the consumer needs. The product branding has been one of the key element in Apples strategy. They ensure turn an ordinary product into something extremely beautiful (O'Grady, 2010).

In terms of pricing strategy, Apple has come up to justify its prices. Their price justification is done through elaboration of beneficial features of their products. Additionally, promotion and advertisements are communicated to the customer's language. They have build their brand name, as well as producing a variety of product, through product separation.

Google key elements of the strategy include service, goal, geographical places, product such as Google books and android, new computing systems, and organizational structure. The most famous element in Google strategy is the ability to cover wide geographical area. No company in the world is able to be in multiple places in the world at the same time. Introduction of accurate 3D enables its customers to view the world.

Google books has promoted the education and made the cost of getting information cheap. Additionally, the introduction of new computing systems such as Google Chrome OS, Google Chrome, and Android has improved the accessibility of information.

Is Apple and Google strategic intent

According to my analysis, both companies are strategic intent. This is because the companies have created compelling and clear mission, vision, and statements for themselves, and ensured that the vision and mission are communicated to the targeted groups, which are customers, shareholders, and employees. This has made all the stakeholders of the both companies aware of their progress. In fact, they have observed the main beliefs of strategic intent, which include, destiny, direction, and discovery (Scott, 2008).

Which company has competitive strategy?

As compared to Google, Apple is still the most competitive and impressive company due to its uniqueness, continues production of new products as well as financial revenues. In terms of software, Apple produced WWDC this year (O'Grady, 2010). After delivering the iPad and iPhone, the entire world has been upgraded. Despite the tremendous production of android by Google, their general analysis of the company does not outdo Apple Inc.

Additionally, in terms of financial revenue, Apple recorded approximately \$65,225 million during the financial year ended 2010 September, on the other hand, Google financial revenue for the same year was approximately

\$41, 670 million. Hence, according to me Apple is still competitive over Google (Scott, 2008).

References

Scott, V. (2008). Google. London: Greenwood Press.

O’Grady, J. (2010). Apple Inc. New York: Greenwood Press.