

Global innovation essay samples

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



Apple was a tremendous innovation company for a long period of time. The company did spread its roots all over the world. Every year Apple increases its revenue. Business practices were created to make sure that the company is making profit and does not oppress any labor. After analyzing Apple's report on their supply chain commitment, we can point out that their ambitions are not only associated with ethical and environmentally sensitive actions, but also Apple's bottom line and potentially other stakeholders. This is a delicate question and needs to be discussed. As we know, huge companies like Apple tend to hold the market steady for a period of time, but what comes when they face down the bottom line? They do what is expected from a serious company – it recovers and uses its working force to deliver pleasant expectations. As we know, Apple struggles with many problems. The company is trying to meet up to the standards. In the past such devices as “relatively the same” iPad's or bending iPhones brought a distrust. Stakeholders' expectations potential growth was stopped for a small period of time. Apple Company depends on many things and one of them is stakeholders. Stakeholders' investments increase its revenue and potential growth. It also delivers sustainability-driven innovations which drive profit and expand the company itself. That's why it is important to invite potential investors and keep up with their expectations. Investments work on the company itself – invested money may “implement” new technologies which deliver profit, Apple's stability on the market and increasing company value.

It is pleasing to know that Apple concerns such questionnaires' as: Accountability, Empowering Workers, Labor & Human rights, Health and Safety and Environment. It is important to deliver stable working conditions

and at the same time keep safety and environment on the first place.

Company concerns regarding underage labor, working places and respect of human rights. The other example would be materials. Tantalum, tin, tungsten and gold are conflict materials because of Democratic Republic of Congo. This country extractions finance and benefits armed groups which violate human rights. Because of this, Apple is trying to replace those materials and make sure it does not affect it user's health. As we see, worldwide company is trying to make sure that everybody's rights are taken into account.

After studying the appendix we can analyze the Agribusiness Systems Approach. Based on the diagram we can see different steps of approach till the final outcome – in our situation product gets in clients hands. This chain looks like pyramid starting from the bottom to the top: Scientific research, farm supply, farming-assembly, distribution, and consumer. On the first step farmer provides a research looking out for area, energy, fiber, and environment to support the harvest. On the next step, he seeds, feeds and work with other suppliers. On the third step he chops the harvest and assembles it in right packages. Distribution – Is a part where product is placed on the shelves of the stores and delivered to the consumer.

Hans Johr – company's Corporate Head of Agriculture recognizes meeting in his own way. He thinks that meeting is the opportunity to analyze Nestles Company and meet up with future expectations. He is concerned how his team supports the idea of sustainable agriculture sources, company's health and its wellness. Hans also pointed out that agriculture department need to pay attention on three most urgent challenges: rural development, nutrition,

water. Nestle company faced a new trends which took effect on core business model and strategic plan approach. Commodity systems were effected by multiple supply and national governmental programs. Nestlé figured out that production and consumption is growing each year. That's why the company is willing to create open trade in terms of food security. Hans Johr is the man who questioned himself and found way in which way should Nestlé company move towards to – is sustainability. Agriculture sourcing was created to support Nestlé's producers and environment with his program – SAIN. Company begin to depend on a more consistent supply and raw material quality.