

apple – technology business essay sample

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



Apple Inc. is an American multinational corporation headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, online services, and personal computers. Its best-known hardware products are the Mac line of computers, the iPod media player, the iPhone smartphone, and the iPad tablet computer. Its online services include iCloud, iTunes Store, and App Store. Their main purpose is to maintain and continue their excellent reputation of being the most successful electronics company in the world. This is a public limited company which means it is owned by the public and they can buy shares into it if they want to. The ownership is a limited liability which means if they have any debts they can lose the money invested in their business but they cannot be forced to use their own money to pay the debts. History

Apple was founded by Steve Jobs, Steve Wozniak, and Ronald Wayne on April 1, 1976, to develop and sell personal computers. It was incorporated as Apple Computer, Inc. on January 3, 1977, and was renamed as Apple Inc. on January 9, 2007, to reflect its shifted focus towards consumer electronics.

Their Aims and Objectives are:

To maximize profit

To be the dominant high tech brand in the whole world

To invent products that will be useful, handy and sleek that will appeal to consumers all over the world, with a special focus on developed countries like Canada and the US, Europe, and the populous Asian countries like China, Japan, India and South Korea. To become the world's number one company

Strategies

A Store Just for Apple: Apple has historically been troubled by big-box sales staffers that are “tragically ill-informed” about its products, a problem that made it difficult for Apple to set its very different products apart from the rest of the computing crowd. By creating a store strictly devoted to Apple products, the company has not only eliminated this problem but has made an excellent customer-loyalty move. Apple stores are a friendly place where Mac and PC users alike are encouraged to play with and explore the technology that the company offers.

Education Sales: By selling its products to schools and universities, Apple turns classrooms into showrooms. If students go through school using Apple products, they become comfortable with the interface and familiar with the superior performance the brand offers. By creating this early exposure, Apple captures customers before they even know that they are customers.

Products That Deliver: Apple carefully considers what consumers are looking for, so its products are a result of both extensive research and strong design. This excellent planning is a large contributor to Apple’s high customer-satisfaction rates. It’s plain and simple: robust and easy-to-use products not only make your customers happy, but also make them want to buy more products from you in the future.

Consistency: All of Apple’s products have the same basic architecture. Because of this consistency, customers who already own Apple products have a good idea of what they’ll be getting before they make a purchase.

They know that it will be easy to adapt to new hardware, and this makes them more open to making a repeat purchase. New Innovations: Although the architecture of Apple products is consistent, its portfolio is not. The company offers consumers a number of different ways to enjoy its products. By giving customers an opportunity to use Apple in their living rooms, pockets and offices, Apple makes it easy to stay loyal to a brand they already like. Cancer Research - Non-profit Organisation

Purpose and Aims/Objectives

Cancer Research UK is a cancer research and awareness charity in the United Kingdom, formed on 4 February 2002 by the merger of The Cancer Research Campaign and the Imperial Cancer Research Fund. Its aim is to reduce the number of deaths from cancer. As the world's largest independent cancer research charity it conducts research into the prevention, diagnosis and treatment of the disease. Research activities are carried out in institutes, universities and hospitals across the UK, both by the charity's own employees and by its grant-funded researchers. It also provides information about cancer and runs campaigns aimed at raising awareness of the disease and influencing public policy.

History

The Imperial Cancer Research Fund (ICRF) was founded in 1902 as the Cancer Research Fund, changing its name to the Imperial Cancer Research Fund two years later. The charity grew over the next twenty years to become one of the world's leading cancer research charities. Its flagship laboratories at Lincoln's Inn Fields and Clare Hall are now known as the Cancer Research

UK London Research Institute. The British Empire Cancer Campaign (BECC) was founded in 1923, and initially drew a hostile response from ICRF and the Medical Research Council, who considered it a rival.

“ The Campaign”, as it was colloquially known, became a very successful and powerful grant-giving body. In 1970, the charity was renamed The Cancer Research Campaign (CRC). In 2002 the two charities agreed to merge to form Cancer Research UK, the largest independent research organisation in the world dedicated to fighting. “ Our ambition is to accelerate progress and see three-quarters of people surviving the disease within the next 20 years.”

- [http://www. cancerresearchuk. org/about-us/our-organisation/beating-cancer-sooner-our-strategy](http://www.cancerresearchuk.org/about-us/our-organisation/beating-cancer-sooner-our-strategy) The Ownership of Cancer Research is a Public Limited Company. Cancer Research is owned by the Government, this means that the Government keep all the profit.