

# Sample research paper on apple inc. business policy

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



The following paper will address key points on the corporate strategic management of Apple Inc. that can be observed in their business policy.

What are the company's corporate level strategies (i. e. goals of the entire organization, which business(es) is the company engaged in?).

Apple has characterized itself for always offering groundbreaking innovative products and services. A key on its success, has been the release of the almost flawless combination between software and hardware, providing the public with a unique experience that could guarantee that the top-of-the-line product they're buying would work seamlessly. Even though Apple started within the computer business (comprising software and hardware altogether), they have increased their range of action (always focusing on maintaining the structure of their ecosystem of products to work together and generate more value to each other), to devices like personal music players, all-in-one computers, laptops, desktops, TV devices, back-up systems, smartphones, smartwatches, music and applications virtual stores, among others (Yoffie & Rossano, 2012).

### **Which business-level strategy is the company using? Does this business strategy align with/complement its mission, statement and goals?**

While the main focus of Apple is property of ideas and innovation of products and services, Apple has made strategic partnerships and agreements that have helped the company grow and expand itself, in order to reach other markets. The efforts of Apple have been aimed to make a difference in the market, if it's not possible to make a difference, then Apple doesn't care about staying in that market. Another remarkable business strategy, Apple

has always stuck to, is the constant initiative to find solutions to problems. It is not enough to make the numbers go higher regarding technical specifications of the devices, offering a solution to a real world problem is a more powerful selling and marketing tool than selling the “ most high-numbered processor. (Spence, 2013).

### **What are some of the company’s operational strategies? Do they align with the company’s business strategy?**

Regarding the operational strategies, Apple has focused on a strong sense of customer service. Given this fact, and being the most valuable company in the world at the moment, Apple makes intense efforts to deliver the best possible customer experience. This is especially noticeable in services like Apple Care, the customer service line, the warranty coverage, as well as the design of the retail stores and the versatility of their virtual stores (Apple Store, iTunes Store, Mac App Store). Another strong point on their operational strategies, is the alliances they have made with partners like mobile carriers, in order to ensure the exclusive management of the supply chain and branding of their smartphones, through unprecedented revenue sharing contracts. Other strategies such as centralizing the factory process in China in order to distribute to the rest of the world makes possible the streamlining of the supply chain. By putting these actions into operation, the company makes the necessary moves to keep up with their corporate and business strategies. It is well known Apple offers premium market products. The hard work of the teams at Apple, has been always aimed at providing the best possible customer experience when using their products and

services. Innovation and a customer-oriented approach, is what makes Apple outstand.

## **Works Cited**

Yoffie, David B. and Rossano, Penelope. Apple Inc. in 2012. Harvard Business School. 14 August 2012. Electronic Publication

Spence, Ewan. Nine Business and Strategy Lessons from Apple And The iPhone 5c and 5s. Forbes. Web. 14 September 2013.