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Introduction:

Managing an organization relatively means to effectively employ the various techniques and coordinate the efforts of the people within the organizational framework to help it definitely achieve the common objectives. In this view, every organization whether small or rather big has implemented its own management concepts that help it to perform and run smoothly in the concept that seeks to accomplish the stated mission and vision of the said organization. The basic functions of the strategic management process include the strategic and tactical operations of the organization.

In relation to this there are four management functions;

- Planning- involves choosing the tasks that must be relatively performed in the view that it sets as an objective. This definitely helps the company to achieve its set goals both short-run and long run ones (Marquis, 2009, 23). The process goes a long way to describe and outline definitely how the tasks must be performed, and in addition indicates the timeframe of when they should be performed.
- Organizing- this clearly highlights the process of assigning the various errands planned in the early stages, to various individuals, stakeholders or rather groups that are within the organization (Marquis, 2009, 27). The process needs some keen procedures to make it accurate.
- Leading/Directing- this is a managerial function that is based on the concept where the management is confidently able to persuade and supervise the performance of the staff in achieving the company's goals. The process also includes the aspect of helping the individuals achieve relatively

their personal goals and the various careers that the individuals may have been concentrating in the whole process (Marquis, 2009, 34). Directing is achieved through various dynamics such as motivating and giving instructions to various members of the organization including the departments that found within the organization framework.

In relating to this process, the various mechanisms are involved which includes keen decision making process to help the manager to effectively perform the duties in the process of directing both the employees and the general organization at stake.

- Controlling- this process involves establishing the recital standards that are based on the company's objectives. The process also involves evaluating and in addition reporting the performances of all the stages that were involved in the management process. In addition the job performances of the various employees and staffs should be evaluated.

In relation to this we choose to focus on Apple Inc which is an American multinational corporation headquartered in Cupertino, California. The company definitely designs, develops, and sells consumer electronics and in addition computer software and personal computers on a global scale.

In relation to this, the non-profit, Apple inc has shown tremendous improvement in the various areas of management and the application of the four functions of management effectively and in a manner that depicts and dictates the work flow for all the employees in the company. In relation to this, many factors both internal and external play a crucial role in ensuring that the business is run smoothly in all aspects of the performance process. With regards to this process, the company continues to achieve its set goals

in the marketing process based on a strong network that is spread on a global scale and this goes ahead to formulate and implement various policies that enables the smooth transition of the company(Marquis, 2009, 43). The company is also coupled with a high level of customer services and the efficient network that is created in the company. Consequently, this makes the employees feel that they are part of the organization. Consequently this enables them to be motivated in a way that gives them the morale to continue increasing the performance.

In this view of growth, the company growth is contributed by the fact that is coupled by the employees' corporation and working on time to help them achieve their goals and meet the deadlines set by the management. In this view when the goals are achieved on time, this goes ahead to indicate and send a clear reflection of the company's performance in the many areas. This goes ahead to reflect the feeling that makes the employees to feel to be part of the organization giving them the sense of ownership to their own company.

In addition, our nonprofit organization focuses in the delivery of services in a manner that depicts the improved performance and delivery of services. Those who work in the Apple Inc, they have also understood any piece of packaging and the products that the company produces. This is a reflection of the swipe that serves as a culture in the company which is reflected as " How can I help you?" in relation to these virtues and etiquette practiced in the organization, it has been made constant in the essence that has become part of the organization process of service delivery.

It has become the basic view of everyday ways of doing things in the sense

that reflects how the charter is dictated and brought forward in the company daily activities (Marquis, 2009, 55). As a result of the attention that is being focused on the company high levels of service delivery and the staff knowledge of the products leads to some of the best products that are highly valued in the planet.

The relationship between the top management and the decision making procedure that is involved in the outlining of the various strategies within the company framework, helps in the process of maintaining a cool performing culture both within and outside the organization framework. In relation to this, it helps in the process of implementing the key decisions within the organization that helps it perform more (Trewatha, 2006, 15). In this regular culture implemented in the nonprofit organization framework, it will help in the motivation and uniting of the workers in the view that makes the flow of information from the top to the bottom level of the organization.

There are many objectives if implemented can improve the basic functions as well as the productivity of the company. There are different objectives that are available for aiding in the strive for specific company goals. The Apple computer has achieved success in many of its fields in the computer world. The Apple Company has also been a landmark towards success as many other companies view this company as a company to emulate in terms of being complete in offering effective management. The management skills that the company uses mostly attribute to the success of the company. For instance, consider the rewarding system that the company has for its employees. A company may improve the structural face of the company, upgrade the technology behind the machines of the company and also

change the personnel. But even if all this is done and the workers have no incentive of their own to work, the company will not have the improvements that they desire. The incentive of the workers is cultivated by making the workers love their own work and be able to own their different works.

The Apple Company has been able to invest in the incentive by the introducing periodic rewards for its employees. This creates a bond between the employer and the employees that is aimed at improving the production of the company. The employees are able to work with the aim of bringing in the rewards at the end of the period. This move unites the employees into one course of action. By doing this, the Apple Company has been able to maintain the high productivities that it has been over the past years and also increase them. This rewards-scheme also unites the employees in the meetings where the awards are given. Through these meetings, the workers are able to meet and interact in grounds that are different from the work areas. The relationships between the workers are thus strengthened and this provides a good way for the company to increase its productions as people now work better when they are free with each other.

The organization here needs to adopt this measure of as a strategy for improving the productiveness of the company. The rewards-scheme measure is able to unite the workers to one course as many people will be working with an added notion that they should provide high quality work for them to be legible contestants for the rewards that are being offered by the company. If the management is able to implement these scheme, there are many things that will be improved in the company that influence the productive power of the company. In cases of competitions, creativity that is

employed by the employees is always the determinant factor in finding out who is eligible for the rewards that are offered.

Employees who use creativity in the company will be able to improve the quality of the job that they offer and in turn the productivity is raised through different margins. The reward meetings are able to make the workers present their best form of their different personalities. Here the workers will be able to know each other well and in turn trust between the workers and the employers is raised as well as the self-actualization of the workers is also displayed. This when applied in the company's surroundings will improve the quality of work that is being offered by the workers. This is what happens for the case of the Apple Company.

With regards to Apple company performance indicators; this will help the nonprofit organization to gather information and useful materials in the context that will help in the marketing of its products and services on a wider view. This is also a key managing function of directing to the various organs of the organization in the view that it will confidently be able to persuade and supervise the performance of the staff in achieving the company's goals (Trewatha, 2006, 25). In this view, the Apple Company does globally affect the management through the various aspects and factors that are related to increase the performance in the service delivery. These areas are; technology capacity, the economy, organization and financial management. This also goes ahead to implement software programs that are definitely used in many and diverse areas of today's businesses. In addition this helps in the increasing the organizations planning, organizing leading and controlling the key functions.

Works cited

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