

# Example of steve jobs' impact on apple essay

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



## **The impact made by Steve Jobs towards Apple and the future of the company.**

Steve Jobs made a major contribution towards the Apple Company. The achievements were facilitated by the team he worked with. During his working period in the Apple Company as the Chief Executive Officer, Steve Jobs introduced high quality products which were made using the recent technological innovations. The products include the iPod, iPhone and iPad. The products led to the improvement of market share of the company through increased sales. The company faced the threat of takeover due to its poor performance. Upon his appointment the company improved its turnover and started paying dividends to its shareholders at a constant payout ratio. Dividends were last paid in 1995. The market value of the dividends increased as a result of the repurchase of the existing stock in the stock exchange. Steve Jobs also has made significant innovations in the mobile industry. The devices have many applications and features which are developed using the recent technology.

Steve Jobs created amazing teams for the Apple Company. A good project team is essential for the success of the project. He introduced the concept of working as a team in the organization. Through teamwork, they created the innovative products which increased the sales turnover of the economy. The Apple Company, as a result, has grown, and it contributes widely to the economy of the United States. Apple Company has provided employment to many people, and this has helped to reduce the level of unemployment in the United States. Steve Jobs is an entrepreneur, and through the Apple Company, he has brought about many benefits to the consumers of its

products Steve Jobs created a good public image for the company. It is through his innovation of high quality products which attracts a large number of consumers. Apple is widely known to design and produce consumer electronics, personal computers and their associated software. Also, the company develops hardware components such as the Mac computers. Through the development of high quality products, Apple Company has been able to remain competitive in the markets. As a result, other entrepreneurs have set up companies to develop applications for the products and selling holders and accessories for the Apple products. All these activities contribute positively towards the economy of the United States. This is through contributions to the state revenue in the form of taxes from the profit and reduction in the level of unemployment, in the United States. The shareholders of Apple Company are paid dividends at the end of the every financial year.

### **Future progress of Apple Company**

The Apple Company is likely to be the leading information technology company and the mobile phone maker in the world. The reason is that it has managed to remain competitive through the provision of quality products which are tailor made to meet the customer specifications. The company also has a variety of products which are highly differentiated and consumers will purchase depending on the level of income. In November 2012, Apple Company had 394 retail outlets which are distributed in fourteen countries. The company will be competitive in the market as the retail outlets provide a ready market of the products to the customers. The Apple Company shares are highly traded in the market capitalization, and this creates confidence

among the shareholders that the company is effectively utilizing its assets. Market capitalization also provides motivation to the shareholders to buy more stock. This provides capital to the organization for investment.