

Apples directional strategy

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Apple's Directional Strategy In considering the Apple SWOT analysis it's clear there are is a strong directional strategy the company can adopt. While the organization has recently suffered the setback of the death of company founder and CEO Steve Jobs, there remain a strong number of organizational elements in place to ensure the corporation continues its growth and success. Currently sales of the Apple iPad and iPod devices have constituted powerful company strengths and present a strong means of innovation. Indeed, Apple's innovate processes coupled with its brand function as the company's driving force. In advancing through future markets it's clear that these aspects will constitute the backbone of Apple's directional strategy. Within this context of understanding, it's further necessary for the company to implement leverage as a means of retaining their competitive advantage. Sales of the Apple Macintosh as well as iPod and iTunes technology are such that the company is given access to many new segments of the population. In these regards, it's necessary for the company to implement their consumer access as permitted in this software as a means of promoting innovative software design and industry leading brand. The following years will be a telling period for Apple in terms of whether they are able to continue this innovate product development after the death of company CEO Jobs, but with the corporation's significant leverage and brand identity there exists plentiful opportunity for the continuation of the success the company has enjoyed in the previous decade.