

Organization external operating environment reflection paper

[Business](#), [Management](#)



REFLECTION PAPER The external operating environment of an organization can be critically analyzed or evaluated based on the following key indicators or external factors: economical, technological, and ecological. Let us take the case of Apple Incorporated. This company is known for its ability to initiate a highly innovative approach, fresh innovations and other essential activities for its competitive advantage. However, aside from these considerations, the company is influenced by its external operating environment.

Economic factor indicates that Apple Incorporated will have to go for innovation and look for what the customers really need in order to find for a high value for their money, especially in the advent of tough economic times. This consideration is a remarkable influence as to how Apple substantially promotes its product and service offerings.

In addition, the technological consideration is an intense area of concern due to the advancing technology in Apple's industry due to the prevailing tough competition in it. As a response to this, Apple remarkably settles not just for less, but tries to be the top innovator in its industry, in as much as possible. On the other hand, the ecological consideration has also influenced the decision of Apple with respect to its sustainable growth in its industry. In as much as possible, Apple is adhering to the prevailing environmental concerns affecting the ecological balance. In this case, Apple is one of the myriads of companies out there advocating the value of ecological sustainability and balance. After all, it is from the environment where the raw materials are generated and if the nature stops to supply all these essential requirements for product development, a company's sustainable production

may have to be put to a halt, and some businesses may cease to exist at some point.