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Business



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UNICEF

The name UNICEF represents United Nations Children's Fund, which is one of the most popular and well known nonprofit organizations in the world. The UNICEF organization is headquartered in America and has presence in every continent comprising of Europe, America, Africa, Asia as well as the Middle East. While discussing a little about the history of UNICEF, it is important to mention that the nonprofit organization was founded in the year 1946, with the main to provide basic needs to the European children. Ever since its inception, the organization has carried on its work over the decades, under the patronage of United Nations. The vision of UNICEF is to develop a better world, where every individual can live a better life, while using the technology, skills, information and processes that are required to generate their individual solutions. The mission statement of UNICEF mainly talks about securing the rights of the children so that their basic needs are met and the children can develop their full potential under the best possible opportunities (UNICEF -1, 2013). Though the activities of UNICEF are quite broad in nature, however it is mostly focused on child survival, education, gender equality, policy development and partnerships. The funding of UNICEF is dependent on financial support from the governments as well various private donations. UNICEF is recognized as a not for profit organization and hence is exempt from tax under section 501(c)(3) of the Internal Revenue Code (UNICEF -2, 2013). The challenges for UNICEF comprises of its ability to spread education and equality, fighting HIV and <https://assignbuster.com/wk2journal/>

Aids and protecting children from violence. Through usage of strong data backed reports, the organization is trying to develop better policies, which will help in tackling the challenges. The organization faced a major crisis in 2012, when 1.1 million African children below the age of 5, faced the danger of acute malnutrition. The organization used social media for advocacy and fund raising activities and thereby successfully provided the needed treatment to over 920,000 children (UNICEF, 2012, p. 8).

Company Profile (For Profit)

Apple Inc

Apple is a US based multinational company, which is headquartered in California. Talking about a brief history of the organization, it can be said that the organization was founded in the year 1975 under the name of Apple Computers by the legendary Steve Jobs. The vision of apple is to be the global leader in innovation. The new mission statement talks about the company's focus to simplify and gain perfection in its products for the masses. The company manufactures and markets electronic devices which include computers, mobile phones, portable music players etc. The company also renders a wide range of services mainly in line with digital content. The company is publicly traded in the NASDAQ Global Select Market. As of the year 2012, the organization had manpower strength of around 72,800 employees on a fulltime basis along with an additional 3300 temporary employees. Talking in regards to latest financial data, it can be said that the company has generated a net income of around 9547 million USD as of 30 March, 2013 (Apple, 2013, p. 3). Though the company is a strong player in the electronics market, yet its products faces a lot of competition from various other branded players like Samsung, HTC, LG, and Blackberry.

Though the company also faces risks related to rise in global competition, uncertain economic conditions but it is concentrating on innovation aspects to tackle the challenges. While talking about a crisis situation for Apple, the year 1997 has to be highlighted. The company was witnessing fall in PC market share along with losses around 1 billion USD. However, Steve Jobs who was the interim CEO at that time forged a partnership with Microsoft, which helped in surpassing the situation (Stone, 2011)

Reference

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