

Greenhouse business challenge and carbon footprint

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Apple Inc is a name that is noticeable across many countries in the contemporary world due to the impact that the company has had on the technology aspect of life. The corporation indulges in the design and the sales of computer and other Information Technology electronics. Over the years, the company has made numerous advances and hence acclamation noticed. However, as it is the goal of every company, profits are the basic requirement as a result; this leads to the company becoming even more vigorous in its production processes. In creating its landmark brands, many processes are carried out and it is necessary to understand the carbon print behind them.

For brand protection, the company ensures that all their products are free from any form of toxic material that may cause harm directly to the user or even indirectly by first implicating on the environment and subsequently on the user. These materials are not only toxic to the consumers but also lead to a low life span of the products and thus the company shareholders work to ensure that several elements are not present in the products. These elements include lead, polyvinyl chloride, mercury and Brominated Flame Retardant (Jackson, 2012, 7).

Best description for the Apple carbon footprint is by identifying the manner in which it is determined. For the company, a comprehensive life cycle analysis is put in place to assist in acknowledging the source of greenhouse emissions. The carbon footprint for Apple has received a lot of response from many people including long life shareholders who have committed themselves to the purchase of Apple products (O'Grady, 2008, 133). Most

shareholders are afraid of the contemporary plan of incorporating cloud computing to the new generation i-pad. The processes that will bring around cloud computing will involve the purchase of other gadgets that will lead to increased global warming from them and as an end result environmental degradation (Wharton, 2012, 8).

The best practice that the company has incorporated in the manufacture of their commodities is minimization of growth impact. The company has done this by ensuring that its commodities cause less harm through improving the environmental performance of its products. This has been done through packaging them in small-sizes, there is also the use of materials that are both energy saving and fit for recycling. The company has picked up these practices through social response and article reviews by environmentalists that have studied other companies such as Dell and Alienware (Stern, 2011, 157).

With regard to the third response, the salespersons involved with the transportation of various commodities either corporate or residential dismiss their marketing task of explaining the various improvements made on the devices. This has made the consumers rather doubtful of the quality of products. In an effort to resolve this problem and issues with Apple, brand protection can be achieved through physical marketing. This will assist consumers acknowledge the various environmentally friendly improvements made on the products and thus protecting the brand image.

Increasing the number of salesperson alone cannot help achieve this but also increasing the number of pamphlets identifying the changes made to the commodities so that the consumers can appreciate the commodities.

Another manner through which this problem can get resolution is through increased training for the marketing personnel for efficient public relations leading to consumer awareness. The training will ensure that the marketing personnel do its best in convincing the consumers of the environmental viability of the products.

Another problem that has been involved with regard to the third response is that the commodities by Apple is that after the loss of the company's Chief Executive, many consumers have lost trust in the product quality and have since moved to the competitor's side. This can be resolved through widespread advertising and the new CEO providing a public report on the strategies that the corporation have in an effort to achieve consumer confidence. (Dublin, 2011, 75). Moreover, the company should introduce a new environmentally friendly commodity with high performance to earn the trust of consumers.

Poor Public Relations Techniques by the Marketing Personnel

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