

MIS "THE APPLE OF YOUR i" Paper

By:

Jennyfer Archille

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Apple is a well known company to almost everyone globally. As a American multinational technology company with over 80,000 employees and no leadership from it's founder, Apple has done amazing for itself as a brand. Apple was the first to make digital color cameras, is the largest publicly traded company in the United States, and harpers \$155 billion worth of cash on hand. To give you a better understanding of what this actually means Apple could give everyone in the US close to \$500. However, this isn't the only thing that makes them such a great company. Steve Jobs, one of the founders of this multibillion dollar company, passed away back in 2011. He created a company that still to this day is very successful and is flourishing within the Digital technology community. Apple started with three co-founders. One of which left the company and sold his share of 10% for only \$800 and an additional payout of \$1500. It's reported that \$60 billion is what his share would have been worth to him today. When I think about the impact of this company both socially and financially I definitely think about where Apple falls in Potters for Competitive Strategies.

Michael Porter breaks down his four competitive forces that shape strategy and helps us to gage business from a different lens. Of all the strategies I view "Apple" as an overall differentiation strategy for several reasons. The first reason being, that Apple is a company that is unique and efficient with their production. Apple has also achieved higher quality products, better brand value, and obtains a wider distribution of consumers. Apple is a company that has grown in consumer demand. They have built such a great name for themselves so much of their consumers will wait on long lines just to purchase the products. They cater to a certain type of demographic and a certain type of consumer group. These consumers are text savvy, modern and innovatively equipped with digital technology even as it's upgrading daily. Apple, despite adversity, has elevated to great success and surpassed stiff competition.

One of the things that makes up a good company is having a great business plan. If I can state what I believe was the purpose for apples past success I would definitely say it began with their business plan. Apple founders had a vision to create some of the worlds best leading technology in the world. Apple wanted to service a certain type of consumer group. They even went as far as to apply a 'no smoking' ban on their computers. This stated if you smoked while using an Apple computer you void the warranty. I mean how prestigious is that? However, if we are going to discuss the success of Apple, we would need to dissect how successful they are currently and how far their success has come. Apple is so successful, it has twice the amount of money than the US treasury. Having creators such as Tony Fadell Who is the originator of the

iPod is proof to Apple's success. Tony Fadell brought the device to Real Networks and Phillips who both turned it down. If you ask me I would be feel pretty stupid if I were them. But Apple was in fact the ones that had the last laugh. Adding Mr. Fadell's creation of the iPod to their roster was on their way to achieving the great and successful company we see before us today. Apple is so successful that in their first quarter of 2014 it made more money than Amazon, Google and Facebook combined. That's pretty successful to me, but what was the main reasoning behind their success? According to medium.com "Apple's success is due to the high quality of its products. When you pick up an iPhone, we don't even have to tell you how good the product is. The phone gives you this feeling automatically. With these quality products, Apple has become a love Mark Brand." This tells me the success of Apple is measured by the consumers appreciation and liking that they take towards the products.

A huge question for many investors is, whether the company can be successful without Steve Jobs? In my opinion I don't believe that statement is accurate, and here's why. Apple has continued on to creating consistent products and following the plan of the business Steve Jobs left behind. Apple has continued to launch new products seasonally, as well as updating and fixing glitches within their devices when need be. Of course being that the company was founded by Steve Jobs it may not be the exact same plan or vision that he had, but the blueprint should always be the same. Steve Jobs played a huge role within the success of his company. He was the founder and chief and the man that made everything happen. Success definitely has continued and I believe will continue on even in his absence. He has set his team up in a way that his company can still be run even after he is gone. These are the attributes that make a great leader. I believe Apple at large can respond to the loss of their founder by continuing the growth of his company. The best thing that you can do for a legend such as himself is to make sure that the company's life story is legendary. If given the financial opportunity yes, I would invest in Apple stocks despite the absence of leadership of Steve Jobs. I believe that he has set a good example for his team and the leadership there is now to be just as successful as the company was before he passed away. Apple has continued to grow and flourish as well as continue to produce products.

With great success of course comes great competition and obstacles to triumph. One of Apple's biggest competitors as we all know is Windows. Despite where windows may be now as a company, they have made great strides for themselves to market their company well in the software industry. I for one grew up on Windows and feel as though they have had good

software and hardware within their computers. Windows allowed us to type our essays and now papers; they provided a way for us to create spreadsheets on excel as well as PowerPoint presentations. Windows even stepped into the tablet production game and created a device that would please their none Apple consumers. It still shocks me now when there are people who prefer non Apple products, such as android cell phones or tablets instead of ipads and iphones. Of course everyone has their own preferences however, in my opinion I believe that Apple has brought a sense of fresh innovative edge to their software and hardware devices. The five reasons why I believe Microsoft wasn't able to achieve the same success level as Apple would be a matter of my opinion however, are backed by pure Intel from my experience. Apple in my experience has been very successful at knowing what their consumers want. This has helped them to be able to constantly create products that meet the needs of the current generation. Apple appeals to a certain demographic such as people who want to navigate through their devices much easier. With apps you can organize into departments and backgrounds you can customize and adjust to your liking, Apple has created a computer that fits into the palm of your hand called the iphone. Apple has also been known to be adaptive to growing their audience in delivering what they want in their products. It makes you feel very well taken care of and heard when a company acknowledges the issues you are having with their products and makes an effort to adjust it. They are pretty good with taking on feedback of their consumer base through social media. Apple is also known to be consistent with the way they put out new products. They come out with new fashionable colors, following technology trends, and developing sleek new looks to cater to new audiences. Lastly, Apple's success has surpassed Windows because of their great diversity with their software. Apple has easier to use software on their hardware that allows consumers to use them as though they are using a quality machine.

As great of a company as Apple is and has been, they have also had their own downfalls. However, they have always known how to bounce back from their failures. Purchasing stocks in any company is one thing but, understanding the Stock market and how it works is another thing. Apple stocks also known as AAPL are currently at \$117.51. So the question is, would I purchase stocks in Apple? My answer is yes, I would invest in Apple stocks. Of course grasping the understanding that stock climates rise and crash everyday is vital to being able to monitor Apple's success. Apple is a well known brand with wide market expansion. This also gives me confidence that my stocks would be protected. Knowing that I would be investing into a multibillion dollar industry and participating in being a partial owner brings me peace of mind.