

Chapter 4 Hardware and Software

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Question 1

Apple employs a targeted differentiation approach, one of Porter's four competitive strategies. This tactic focuses on developing a particular good or service that differentiates it from the competition. Apple is renowned for its innovative products that are simple to use and have distinctive looks. By designing items with specific characteristics and simplicity of use, they have set themselves apart from the competition. Apple has succeeded by developing unique, superior-quality, and user-friendly goods and services from its rivals. In addition, Apple stands apart from other IT firms because of its distinctive brand identity. Moreover, Apple has a significant network of app developers and other partners that provide specific goods and services that set it apart from its rivals.

Question 2

Apple's success has been attributed to a strategic vision that has expanded past standard desktops and laptops to include mobile and wearable technologies. The success of the Apple brand is heavily influenced by performance and design. Apple's success has been primarily credited to its ability to develop ground-breaking devices that have altered how people use technology. Apple has been able to differentiate itself from its competitors by having a solid brand identity. Apple has also emphasized creating a fantastic customer experience to preserve its consumers' loyalty. Apple has developed strategic collaborations with various businesses, including app developers and other digital firms, to provide unique goods and services. Apple's previous success has been mainly due to its commitment to innovation and strong brand recognition.

Question 3

I think Apple can still be prosperous without Steve Jobs. While he undoubtedly contributed significantly to Apple's success, many more outstanding individuals at Apple can carry on the company's innovative spirit. Apple's success was mainly due to Jobs, who served as the company's public face and was passionate about developing cutting-edge goods. Apple was able to keep one step ahead of the competition because of its sharp eye for detecting and leveraging developing technology. Apple should keep up its innovation efforts and the high customer service standards that Jobs established to cope with his passing.

Moreover, given that Jobs was quite successful, the corporation should keep forming strategic ties with other companies. If Steve Jobs were to step down as CEO, I would still be prepared to invest in Apple because the company's management team and workforce can continue to produce cutting-edge goods. The success of Apple should be aided by its distinctive brand, focus on customer service, and strategic partnerships with other companies.

Question 4

Bad User Experience: Unlike Apple's products, Microsoft's Windows tablet computers needed an intuitive and user-friendly design.

Lack of Focus: Microsoft should have given its tablet devices the attention they deserved in favor of its desktop and laptop products.

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Restricted App Ecosystem: People needed help locating the programs they required or desired since Microsoft's app ecosystem was small compared to Apple's.

Microsoft had a weaker brand identity than Apple, making it challenging for customers to recognize and believe in its products.

Lack of Flexibility: Apple was able to modify and take advantage of new trends quickly, but Microsoft needed help in response to market developments.

Question 5

I would buy Apple (AAPL) stock with the \$5000 I have in my investment portfolio. Apple has stayed one step ahead of the competition because of a strong sense of corporate identity, an extensive network of app developers, and a commitment to innovation. Apple also has a proven track record of success, a loyal customer base, and a solid financial position. Despite losing its founder and CEO, Steve Jobs, the company has a strong team of managers and employees who can continue to create cutting-edge products and services.