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Article Summary

Why Does Apple Control Its Competitors?

The New York Times

May 2, 2019

**Article Link:**

<https://www.nytimes.com/2019/05/02/opinion/apple-app-store-iphone.html>

**Company Profile:**

* Apple Inc. is parent business organization founded on April 1, 1976, by Steve Jobs, Steve Wozniak, and Ronald Wayne.
* Main products offering by this company are Macintosh, iPod, iPhone, iPad, Apple Watch, Apple TV, HomePod, Software, Electric Vehicles. The main online services associated with Apple Inc. are recognized as iTunes Store, the iOS App Store, Mac App Store, Apple Music, Apple TV+, iMessage, and iCloud.
* There are 123,000 full-time employees working for this organization.
* The current CEO of Apple Inc. is Tim Cook
* Cupertino, California, United States is the headquarter of Apple Inc.
* Revenue for this company observed as 258.5 billion USD.

**Topic/Issue:**

The organization of Apple Inc. is using its unique product line to create value for the customers. Application of operating system and innovation are key competitive advantages for Apple Inc. These significant aspects make it possible for company to get market control over its competitors.

**Book Topic:**

A competitive advantage becomes a sustainable advantage when other companies cannot duplicate the value a firm is providing to customers.

Management, 10th Edition, 2017, page 113.

**Summary and Analysis:**

The focal point of this article is to identify those developmental aspects that are used by Apple Inc. to successfully meet the standards of competitive advantage. The management of Apple is focusing on different screen-time control instruments to enhance the productivity of its products and services. The operating system introduced by Apple Inc. in the market is the main competitive advantage that enhances value of products for the customers. The operating system used by the company makes it impossible for customers to get an app outside of the App store. The buying standard is controlled by Apple through the competitive perspective of operating system.