Apple Strategic Management

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Apple is engaged in design, development and marketing of personal computers (PCs), servers, communication devices, network solutions, portable digital music players, and related accessories, software and services. The company’s portfolio of offerings comprises of Mac computing systems, iPods line of portable digital music and video players, iPhone handsets, iPad portable multimedia and computing devices and servers. Apple is known as one of the most equitable brands on Earth. One of the reasons that the brand has been performing so well is due to the fact that they have provided their customers with the right quality and there is an element of surprise when it comes to what is in store for the customers. At the same time, they have been extremely adaptive to the way marketplace is working and they are attributed with setting many corporate trends. In this paper, it is going to be seen that how the corporate strategy is being developed for an organization like Apple and how they stay relevant in a very competitive marketplace.

# Stages of the Life Cycle

 One of the key things that the business needs to know about themselves is that what state of the business and corporate life cycle they are. Now, first thing that is needed to be looked at is that how the life cycle of the business is shaped up.



They are the stage of the maturity when it comes to the product life cycle. The idea for them is that they have controlled the level of risk for the business. When the market matures, the sales begins to decline at a certain level, but due to the operational efficiency and how the profit margins are going to be decreased. What Apple has done is that they have mitigated all the risks that are faced by the entity.

# Strategy Implementation

 The idea for the Apple when it comes to the strategy implementation is that how the new product and development is going to be carried out. The idea on their part is to make sure that how they are going to be emphasizing in terms of the way strategic implementation is needed to be done. The idea on their part was to make sure that how the best practices are going to be implemented. Not only that, they also tend to ensure that they cater to the highest denominator in terms of the market share but how the underlying product development is being done.

# Strategy and Culture Combability

 For an organization like Apple, it is quite important to make the design the product from the perspective that they cater to their target market. But it goes beyond that, the organization these days have to embed a culture and that culture becomes the part of their identity. When they tend to deviate from that culture, it is not considered to be a good omen for the business. Now, they have created a culture of transparency, and how the better information provision is supposed to be there for the customers. They are very open when it comes to their business practices. And that culture of openness and transparency has become the core reason behind their success.

# Six Sigma and Reason for Implementing

Six Sigma is the quality assurance system. One of the reasons that the six sigma’s has been used at such an extensive level is due to the fact that it allows the organization to make sure that they are bringing about certain level of consistency. For Apple, they are not into Six Sigma due to the heterogonous nature of their product. But there are strict quality control rationales that are implemented by them as far as the way quality assurance is supposed to be done.

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