Discussion

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Discussion

**Introduction**

Companies often use different translation methods to achieve quality while leaving a positive impact on consumers. Similarly, *Apple Inc* (Miller, & Laurie, 2018)*.* is a huge technological and manufacturing corporation which uses different quality management processes to reach the maximum number of sales and in-country reviews. The purpose of this paper is to discuss how in-country reviews, quality, and agility impact the translation in the chosen company. It will also address the standards affecting the quality in different regions of Apple corporation. The three different ways in which quality is structured or identified within a business is through implementing centralized quality management, decentralized quality management, and the hybrid approach. These aspects would generally be discussed along with determining which one is usually used in Apple Inc. The company stands out from the rest of the competitors in the technology market is because of its high value, geniusly designed products. Apple leads the industry with its innovation towards entertainment and consumer preference.

**Discussion**

**Identification**

Apple has made such a significant impact on its consumers through developing such innovative products that are specifically designed based on consumer needs. All of their products are globally consistent, engages with all target audiences, and are locally relevant. Which is why they get a large number of in-country reviews which they use for translation quality management purpose (Drugan, Strandvik, & Vuorinen, 2018). Subsequently, quality and agility reviews impact the translations as much as the in-country reviews do. Which is why these are also significant preferences for the organization to achieve success. Choosing the right translation method allows the organization to become locally creative and become dependant on human-specialized translation. Apple encourages in-country reviews the most to establish working relationships with its consumers to improve the final product substantially. Moreover, they make sure that consumers fully understand corporate style and their values while engaging in a long-term relationship with them.

Quality within this organization is structured through a more centralized quality management approach. All the primary functions of the organization are guided from the top management down to the employees to achieve high-level goals and initiatives across the enterprise. The standards impacting the quality in different segments of apple are identified through consumer involvement in choosing the product (Wieder, & Ossimitz, 2015). Moreover, managing the role of excellence within this company involves pursuing a management strategy which is based on in-country reviews and how it impacts the overall translations. These standards significantly help the company achieve growth and sales over the course while focusing on quality and agility. Similarly, most of the resources are being consumed in the manufacturing region of the business so that flexibility in product development and services can be generated. It would leave an overall considerable impact on the quality standards in this particular region of the company.

**Conclusion**

The aforementioned analysis of the Apple corporation depicts the quality management process and covers the factors that affect the translation within the business. The discussion covers that in-country reviews along with quality have a high and significant impact on the translations as these provide the company with how the product would be developed. As consumer preference is always a top priority for Apple, maintaining quality standards would enable them to perform adequate tasks to achieve that preference. The different regions of this industry have different standards that are focused on. Such as the manufacturing region would focus on agility and quality so that the best product is made for the consumers based on their preference and needs. Moreover, reflecting on in-country reviews would provide them with a sense of how products and services would be initiated to achieve those standards of practice.

**References**

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