# Unit 1 Assignment: Case Study on Apple's Business Strategies

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Founded in 1976, Apple computers, Inc is the brainchild of Steve Jobs and Steve Wozniak. It all started in the garage of Steve Jobs and as of 2019 is the world’s most valuable brand with a revenue total of 260.17 billion U.S. dollars. The mission of Apple began as a desire to bring computers into the homes of consumers. This endeavor was truly an innovative move of the time and it was the first of many innovations to come.

Since that time, Apple has been a leader in innovation. Innovation is defined by Merriam-Webster dictionary as “1: the introduction of something new 2: a new idea, method, or device” ("Innovation, n.d.").

**Apple Technology Timeline**

1976 – Apple I

1977 – Apple II

1978 – Floppy Disks

1980 – Apple III

1982 – Dot Matrix Printer

1984 – Macintosh

1987 – Color Macintosh

1989 – Smaller Computer

1991 \_ Quicktime Video Player

1998 – All-in-one iMac

1999 – iBook

2001 - iTunes, OS X (the software we still use) and the iPod

2002 - flat-paneled G4 iMac

2003 - iLife suite was released, which includes iPhoto, iMovie, iTunes and Safari

2004 – Ipod mini

2007 – iPhone

2008 – Macbook Air

2010 – iPad

2011 – Siri

2011 – The Cloud

2012 – iPad mini

2013 – Apple Radio

2015 - iWatch

2015 – Apple Music

2017 – Apple TV

2018 - Homepod

Their products have had such a revolutionizing effect that “Apple has made an art form of moving its customer base from one product category to another. Mac users adopted the iPod, followed by the iPhone, iPad and Apple Watch. Customers trust the brand will work seamlessly across all categories in the Apple ecosystem.” (Francis, 2014)

The history of Apple’s technology innovations span over 40 years. How can a company that has accomplish so much in its existence continue its history of innovation?

What strategies can be identified as a contributor to Apple’s success?

* The company has always expanded into new areas.
  + It become with personal computers and has expanded to wearables, mobile devices, music, the cloud and other areas to consistently offer more options for the consumer.
* Apple is and has been 2 years ahead of its competitors and the market.
  + Apple is and has been the trend setter for others to following, blazing a trail of innovative products in which other company are following to create in order to keep pace.
* With every new release or version of an Apple product, new technological advancement is always presented that was not included in earlier versions.
  + Each new release of an Apple product “raises the bar” in specifications and features of that type of product line.
* Apple is committed and enforces having quality products.
  + The company has a track-record of offering products that are faster and more reliable than its counterparts.
* Apple has and continues to consistently release a wide variety of products.
  + Constant innovation and the production of new p
* Quality does not have to be complicated.
  + Apple is committed to perfection yet that perfection does not come at a cost of sacrificing being user-friendly. Thus, Apple ensures ease of use of its products.
* Great customer service.
  + Customer can make or break a company. When things go wrong people need fast and friendly assistance. Failing to provide that can steer potential customers away from your product in order to avoid being stuck with a product that has little or no support when needed.

The aforementioned are strengths of the company and the things that Apple has gotten right over the years.

No company is perfect. Mistakes will be made. Apple is no different. In Apple’s past there were opportunities that could have fostered innovation. What are those missed opportunities and the problems presently today for the company?

* Apple has a history of not working with other companies.
  + “After taking over as Apple CEO for the second time, Steve Jobs pulled the plug on a program to license the Macintosh operating system to clone makers.” (Cooper, 2008) By doing so is opened the doors the for Microsoft Windows to be the Operating System used on IBM computers and IBM compatibles or clones. If Apple had worked with other companies an allowed licensing to take place, in which Bill Gates was also interested, Apple IOS would probably be the dominate operating system for the computer industry. The Apple operating system only works on Apple hardware. If Apple has licensed its software there might be far more products available that use the software as well as more options such as tablet and computer products, wearables, smart devices and the like. For instance, the Android operating system is used by many different companies in the hardware and not only the company that owns it. Google is not in the drone business, yet some drone makers use the operating in the handheld controller. You can also find Android as the operating system in game controllers, smart TVs, cameras, cars, home appliances, and smart mirrors, just to name a few.
* Apple is proprietary
  + Apple software is receiving rave reviews from customers but in order to experience the joy that Apple loyalist proudly speak off, a curious person would have to purchase an Apple product. When Apple was forged, it was considered a hardware company. Everything related to Apple was produced inhouse. This led to Apple creating everything that is specifically by Apple for Apple. Its hardware and software are proprietary. Connectors, cables, chips, circuit boards can only be acquired from Apple. This has created the company being a virtual island unto itself, it’s isolated. Forgot your charger at home and need to charge your phone? Well, unless someone has that same version of iPhone or the same Macbook, the chances of borrowing someone’s charger is low.

Lessons of the past reveal that problems with Apple stem from the lack of Apple having not working with other companies and the reality of it being proprietary. This presents a weakness for the company as well as an opportunity. Apple needs to change it outlook in working with other companies. If Apple licenses is operating system it could result in more products across various brands being designed to use the platform. The Apple operating system is widely known for being the most advanced, most stable, no crashes, or malware. These facts make it a very attractive platform. The licensing would allow for Apple to enter other products such as home appliances (Apple iwasher and idyer, Apple irefrigerator, Apple iTV, Apple iRange Apple iThermostat, Apple iScale, and so much more), game consoles, Apple iCameras. This move would also assist to bring Apple out of its self-imposed isolation.

Partnering with other companies can foster that continuous innovation that Apple is famous for. It can lead to new industries in additional to new products. Apple should also become more standardize in its hardware. Connectors, cables should be universally used to help integrate Apple more into the technological ecosystem. Failure to be more open to partnerships and standardization will lead to repeating the past.

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