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**Introduction**

The growth and development of a company entail lateral diversification into new ventures that it had not exploited before. The apple company, being a well-established brand, has the chance to explore more opportunities in the electronic field which is the company’s main area of industry. Since its launch in 1976, the company has experienced dramatic growth that has seen it emerge top in the list when it comes to computer and smartphone manufacturing. The company’s products and services continue to receive an overwhelming market globally as 90% of its customer and clients have shown trust and confidence in it( Lee 67). In a bid to push its sales and profits a notch higher, Apple ought to consider investing more in the communication and entertainment industry in China. Having exploited the industry via computer and smartphone gadgets, it is time for the company to come up with an Apple smart televisions to boost the communication and entertainment industry in China.

**Diversification of Apple Company in Communication Industry in China**

In the 21st century, information and communication are crucial to enlightening the Chinese population of the happenings around the world. Other technology companies such as Samsung have invested in this sector thus prompting my suggestion of Apple also up its game to be able to favorably compete with its rivals. With the existence of the product from other technology companies, Apple has to consider coming up with new specifications that probably not available on the existing televisions. The idea is to push for higher technological televisions with many artificial intelligence operations (Lee,20). An example is whereby Apple comes up with a television screen that has a voice recognition system; in this, user customization and preference. A mac operating system for the television will ensure easier navigation through the screen's operations.

**Apple Inc. VRIO Analysis**

This model evaluates the company’s value, rarity, imitability, and organization. It is a crucial creteria of identifying a business core competencies. Through the analysis , Apples core competencies were signgled out as follows;

***Global Popularity***

Apples is a brand that has done so well when it come to establishment of its operations. A large percent of electronic users take pride and prestige in using the companies products and services, an aspect that has positively contributed to growth of its market base. Market development is the first step taken towards diversification. Research has to be carried out on the current users of the available product to understand what Apple needs to improve in the development of the new product (Goel 90). A prototype has also to be provided to various users to analyze how well the product will adapt to the current challenges such as WIFI restrictions on Apple products in China.

***Rapid Innovation System Set Up***

Innovation is a key pillar of sucesss in any busimess. Apple has centred its operation to always focus on new development and advancement of products and services . it is through the innvoations that the company will be able top come up with a new project on television production. The production of the screens has to be on large scale to cater to the growing market in China. The outbreak of the Covid-19 pandemic put the country in a dire situation of lockdown, this is to mean the people have been forced to stay indoors necessitating the need to have various forms of entertainment. The lockdown also had passenger planes grounded cutting short the physical interactions internationally. The people of China need such screens to keep them well informed and interact with the outside world.

***Ecosystem of Complementary Products***

Apple has for the longest time proved reliability of its products and services. Most of Apple product users prefer having a complementary set of Apple produccts in that is is more likely to find that a Macbook user will also be in possession of an Iphone. This transalates to an urge by the particular user to want an Aplle TV to complement his/her gadgets thus an easier market penetratiuon of the new product upon arrival. Market penetration marks the entry of the new product into the target market. Apple has to consider its marketing platforms as well as the selling cost of the service and product. Evaluation of the current buying and selling price of the on-market television is key to determine where the company will set its selling price (Goel 78). For the longest time, Apple has been associated with prestige thus its products and services are a bit higher as compared to other technology companies. However, in the case of a new product in the industry, consideration has to be made on giving relatively favorable prices to ease penetration into the market. Albeit the market is a challenging task, a new product with higher specification could find it easy to gain a market base since clients are always in need of improvement.

**Conclusion**

Diversification is inevitable for the growth and development of a company. A company can't exploit all the business opportunities available globally but then it is only prudent if a company keeps on venturing into new opportunities (Goel 58). For the growth of Apple Company, there has been consistency in the manufacturing of new products and services hence the reason for my suggestion of television manufacturing. The venture into new opportunities ensure helps the company cope up with the growing technology and developing world.

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