**Negative impact of innovation to Apple Incorporated Company**

**Introduction**

Businesses are affected by various factors that involve external as well as internal factors that influence the operation process thus affecting the general performance of the business. Therefore, the main purpose of the research paper is to show some of the factors such as technological influences that affect the business operations, reducing the revenue of the company. Thus the paper will draw the conclusion based on the analysis and the result of the above factors and show the impact of them on the operation and performance of the business.

**History and company overview**

Apple Company is a worldwide technology corporation which initiated in the year 1976 in Cupertino California in the United State, where it headquarter is located as a corporate partnership (Miller and Maxwell, 2016, pp.383-396). It developed and traded Apple 1, which was Wozniak’s product. In 1977, the company was incorporated and traded its PCs (personal computers) together with Apple 2. In the year 1980, the company went open selling its shares making a financial achievement. Apple conveyed new computers that had advanced graphical user interface and its marketing received serious acclaims.

**Company loss due to lack of innovation**

The company projects develop, as well as sells customer electronics, software of the computer, as well as providing online services such as iTunes Store and Apple pay. Furthermore, the business hardware produces things such as iPhone, iPod, iPad, Apple smartwatch, AirPods, HomePods, Apple televisions among others. Despite the company good records in the world such as its marketing strategy and human resource, it still faces some of the challenges such as lack of innovation which affects its production (Browning et al., 2012).

According to (Reins), mentioned that the company seems to have lost its innovation since iPhone production attracted the competitors to the market hence due to the company lack of innovation, the competitors have taken over and are now ahead of the company. The loss of innovation has contributed to the company loss of its perception as the leading company. This has resulted in customer loss as they look for products that satisfy their needs and of the required quality. Furthermore, Apple iPhone deals recorded a decrease in sales by 15% losing its position as the best innovative company to the Chinese company “super app” (Reins, 2012).

**Conclusion**

In conclusion, despite the Apple Inc. company having recommendable financial record over the years and being the best company which satisfy its customers through technology, through the production of electronics products, the company is losing its innovation, which has affected the sales of iPhone to a great percentage.

**Reference**

Browning, E.S., Russolillo, S. and Vascellaro, J., 2012. Apple Now Biggest-Ever US Company. *Wall Street Journal*, *21*.

Miller, T. and Maxwell, R., 2016. Apple. In *Global Media Giants* (pp. 383-396). Routledge.

Rein, S., 2012. *The end of cheap China: Economic and cultural trends that will disrupt the world*. John Wiley & Sons.