

2022F MIS 710-WS

Process Innovation and Management

Group Project #3 - BPR Proposal

Group 4 | Organization : Apple.Inc

Report Prepared by

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Executive Summary

With every day that goes by, as the company's impact expands and multiplies more and further, the issue of Apple's responsibility to the many diverse stakeholders who make up its ecosystem comes up. Since Apple's entire supply is getting more attention from the media, the relationship between Apple and its suppliers outside of the country has become one of the company's biggest worries. A lot of heated debates are still going on about whether or not Apple should be held to the same level of corporate social responsibility (CSR) accountability as it is for its financial success.

This case study looks at the problems with how Apple manages its supply and how these problems could be fixed using a comprehensive approach to reach a higher ethical standard. Through the eyes of Apple, the analysis is done. The report goes on to look at how likely the proposed solutions are to work. This helps show how Apple needs to deal with this problem and how it may affect a lot of people.

Organizational Analysis

Overview:

Beginning in 1976, Apple Inc. had an impact on everyday people when personal computers were first introduced. The three founders of Apple Inc. were Steve Jobs, Ron Wayne, and Steve Wozniak. In Palo Alto, California, they created the first Apple computer in 1976, which is made out of a circuit board that costs less than \$700. The personal computer revolutionized the field of technology. They were easy to operate and featured a straightforward design. However, despite fierce competition from other businesses, Apple did not win a significant market share.

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Apple invented the first iPhone in 2007, ushering in the age of touch-screen smartphones. Due to customer interest in this breakthrough, the smartphone industry has undergone a significant upheaval. As of December 2009, there were 283 Apple Store locations operational across 10 different countries, all of which are owned and run by Apple Inc. Additionally, the firm sells its goods internationally via its direct sales force, online retailers, distributors, resellers, and value-added resellers. On Mac or Windows computers, as well as the iPod Touch and iPhone, users may download music, audio books, iPod games, music videos, TV show episodes, and movies through the iTunes Store. Apple debuted the iPad tablet computer in 2010, and in May, the company surpassed Microsoft to become the biggest US technology company in terms of market value.

Mission Statement:

'To provide its consumers with the finest user experience possible by using cutting-edge technology, software, and services'. Apple's mission statement states that it wants to offer its customers the best user experience through new hardware, software, and services. Tim Cook, the company's current CEO, outlined this as Apple's mission statement and included it in the 2018 annual report. In its mission statement, Apple emphasizes that its goal is to give its clients the best service possible.

Target Audience:

To understand Apple's key strategies, we must first understand its target audience. Apple's target audience consists of middle and upper-class consumers who are willing to pay more for products that provide an exceptional user experience. These users have more disposable income and are willing to pay more for expensive products such as Apple's. Aside from that, Apple targeted working professionals in specialized software fields such as music, photography, and other types of design careers. Which are more compatible with iPads and Macbooks than other operating systems? Furthermore, upper-class students prefer iPads and Macbooks for educational purposes.

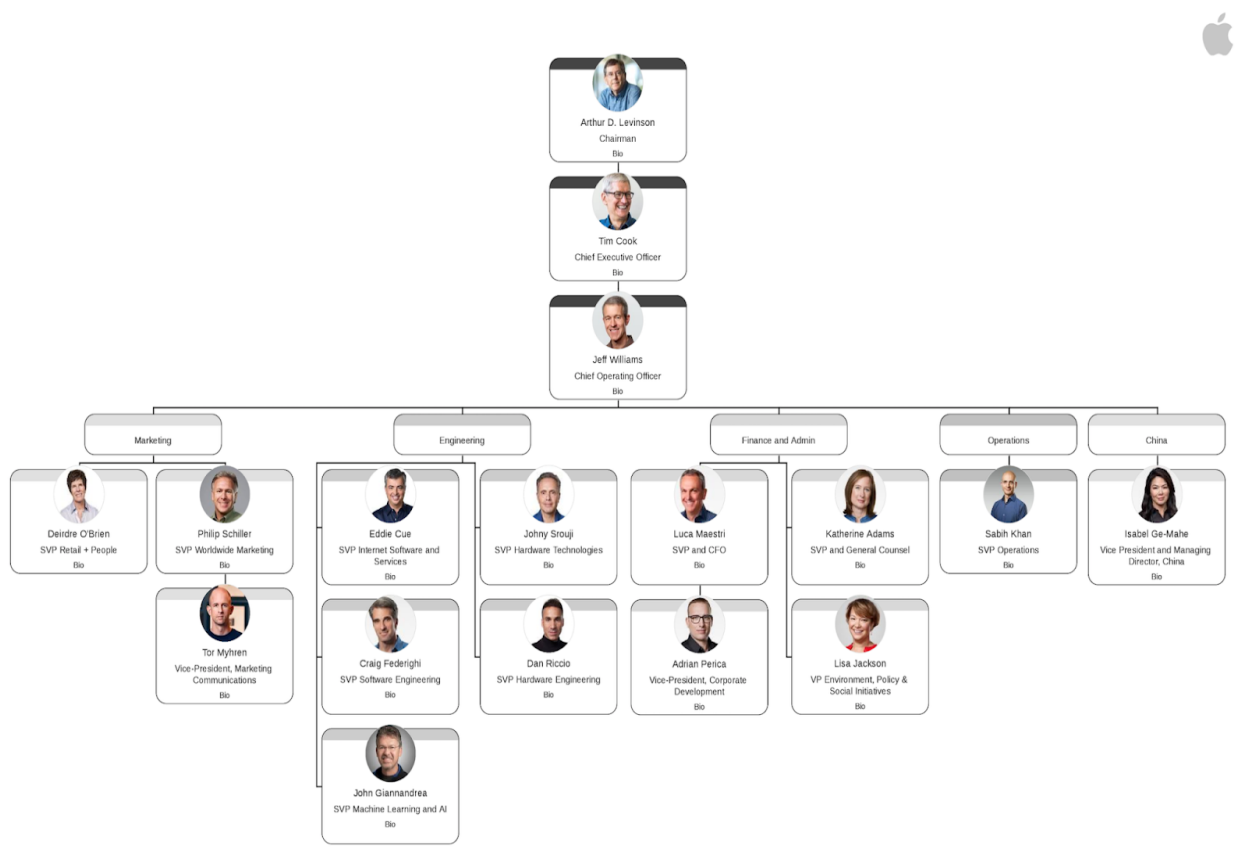
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Main Competitors:

Because of their highly innovative products with nearly similar features, leading industries such as Samsung, HP, Google Inc., Amazon, and Apple try to compete. For example, Samsung and Apple have similar capabilities because the two companies can prove their strength and make many investments at the same time, increasing competition among the top companies. The company faces stiff competition in the mobile communication sector, which has companies that are large, experienced and well funded.

Structural Analysis:



Apple employs a company structure known as a "functional organization." This means that the company is now structured based on how it operates rather than how it handles specific items.

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The items are then developed by specialists from a variety of fields. It has divided its operations into distinct teams. Each division is assigned upper management and vice presidents.

Within their company, Apple has established a system of expertise-based hierarchies, giving them strong corporate control. Apple's various divisions are given enough autonomy to do their best work, which has allowed the company to produce some truly market-leading products over the years. Because Apple's business divisions are based on expertise rather than products, each employee has a specialized role with specialized tasks. Every single employee is doing the job that best suits their skills. This means they can create truly integrated products with excellent user experiences, something Tim Cook has always been proud of.

The following are the main characteristics of Apple's organizational structure:

- **Spoke and wheel hierarchy:**
 - Everything used to go through Steve Jobs. All major strategic management decisions were made by Jobs. However, under Tim Cook's leadership, Apple's corporate structure has shifted slightly. The organization's various parts, such as software and hardware teams, are now more collaborative.
 - Business functions are handled by senior vice presidents who report to Tim Cook. Apple, for example, has a senior vice president for retail and another for worldwide marketing. The company's top leaders address business needs in terms of business function areas in this structural feature.
- **Product based divisions:**
 - Apple's corporate structure has product-based divisions at the upper and lower tiers, which is derived from the divisional type of organizational structure. For various outputs or products, there are senior vice presidents and vice presidents. Apple, for example, has Senior Vice Presidents for Software Engineering (iOS and macOS), Hardware Engineering (Mac, iPhone, and iPad), and Hardware Technologies (hardware components).
- **Weak Functional Matrix:**
 - The collaborative interactions among various business components are referred to as a weak functional matrix. Top management determines project direction in a weak functional matrix, while project heads have limited authority and control.

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For example, the corporate structure allows hardware and software teams to collaborate.

Strategy Analysis:

A Porter's Five Forces analysis can reveal how Apple remains a technology industry leader despite fierce competition from Google, Amazon, Microsoft, Lenovo, Samsung, and others.

Competition in the Industry:

Apple faces stiff competition in the technology industry from companies such as Samsung, Google Inc., and Amazon Inc., among others. When it comes to innovation, new product development, and marketing, these companies are just as aggressive as Apple, giving Apple a strong industry competitive force.

As a result, industry rivalry is fierce, making Apple a formidable force.

Supplier negotiating power:

This Porter's Five Forces model emphasizes suppliers' influence in imposing their demands on an organization, which in the case of Apple is relatively low. Because Apple has global access to a diverse range of component suppliers, individual suppliers' ability to impose demands on Apple is limited. Apple can also easily and affordably switch component suppliers. Component suppliers are also hesitant to lose a large customer like Apple to a competitor, which strengthens Apple's negotiating position when negotiating a contract with a supplier. This demonstrates component suppliers' low bargaining power and their weak position in Apple's strategic planning. As a result, suppliers' bargaining power is low, making Apple a weak force.

Buyer Bargaining Power:

Porter's Five Forces model depicts the impact of customer preferences and purchasing behaviors on a business. This is especially important for Apple given the low cost of switching brands. When only individual bargaining power is considered, this force is low; however, when customer collective bargaining power is considered, it is high.

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This is because Apple suffers only a minor revenue loss when a single customer switches to a competitor brand. A large number of customers switching to a direct competitor, on the other hand, reduces Apple's market share while increasing the competitor's.

This is a powerful force because buyers have access to information. Customers can now easily access information about the features of various products, customer reviews, and so on. This is especially countered by Apple's consistent investment in research and development, which has resulted in the development of various products exclusive to Apple, such as AirPods and the Apple watch, strengthening customer loyalty and attracting new customers. Buyer power is a formidable force for Apple as a result of readily available information and low switching costs.

Threat of Substitution:

In Porter's analysis of the Five Forces, the threat of substitution refers to goods that are not direct rivals of Apple products but may serve as alternatives.

Apple product alternatives provide a relatively low danger due to their constrained functionality. Owning a DSLR camera instead of an iPhone 12 is an example of this, however the iPhone 12 has benefits over a DSLR camera beyond merely taking excellent photographs.

There isn't yet a substitute for smartphone use in technology. Furthermore, the fact that the Apple operating system cannot be replaced gives Apple products a dominant position in the market (OS). Apple's threat of substitution is therefore a weak one.

Threat of New Entrants:

New entrants will encounter a lot of rivalry and difficulties once they are founded because of the already well-known Apple brand, its huge market share, and the high capital requirements needed to start an organization that can compete with Apple. However, big businesses with significant financial and investment clout can directly compete with Apple even as a new entrant, reducing the threat of a prospective new entry to a manageable one for Apple.

Current Challenges:

The challenge for the company is to continue to develop new, influential products. According to statistics, platform or product growth trajectories slow down as people get older, and sales of currently available products are likely to decline as people get older and more competitive. Reduced organizational growth and profits would result from failing to introduce new products.

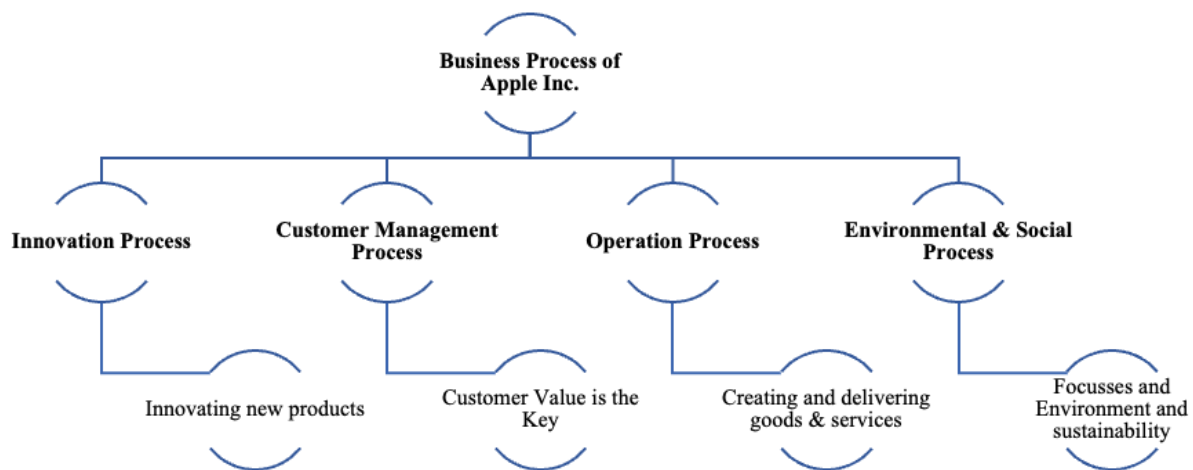
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Apple's reliance on specific suppliers for different product components presents another difficulty. Apple depends on outside vendors to supply parts like flash memory and flat-panel displays. It is currently dealing with the additional challenge of a closed ecosystem. Although hardware generates the majority of Apple's revenue, the company must also be involved in all other sectors due to the closed ecosystem it has created.

Process Investigation

Process Identification:

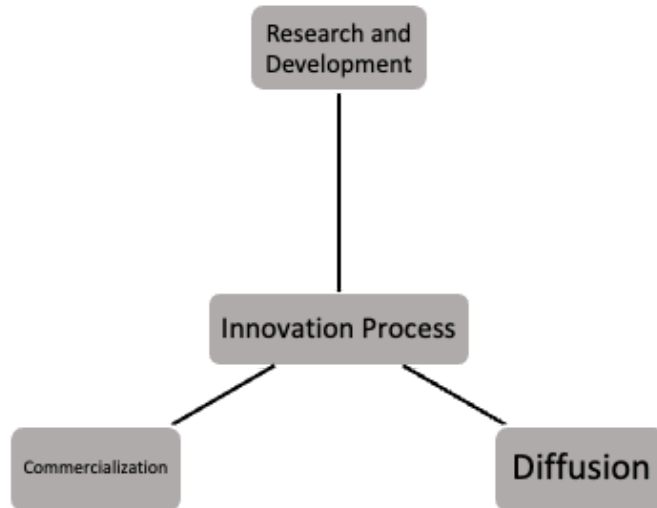


The business processes of Apple Inc. are the Innovation process, Customer Management process, Operation Process, and Environmental & Social Process.

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Innovation Process:



It can mainly be divided into 3 categories

- Research and Development
- Commercialization
- Diffusion

Knowledge is the primary input at each stage of the innovation process. Many businesses associate knowledge with skilled personnel and specialized equipment. The time spent using these resources is a multiplying factor that is frequently used to create a product. The appearance of output indicates the success of each stage. This transition represents a tangibility to an intangibility process because each stage begins with knowledge and ends with a new product or process.

- ***Research and Development(R&D):***

The research and development (R&D) process, which results in basic scientific knowledge or plans for new process development, dominates the first stage of the innovation process. They could also appear as prototypes for new products or processes.

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At this stage, observers frequently report that a company is innovating. R&D activity frequently represents premarket activity among various change agents in an organization. The main change agents that have produced some of the world's best-known innovation processes are primarily scientific institutions, public universities, and lone investors.

- ***Commercialization:***

Based on the description of the first stage of innovation above, innovation does not occur until the next stage, when there is a marketable product. That is, the product now needs to be commercialized.

- ***Diffusion:***

Following the completion of the above stage, another process takes place - the diffusion of innovation stage. This is the final step in the innovation process. At this stage of innovation, new products or processes are widely adopted in the market. It is critical to understand that the innovation process is not linear because a company frequently receives and relies on various types of feedback to tweak the process. This means that feedback occurs at various stages of the innovation process.

Customer Management Process:

The main aspects of the customer management process in this organization are determined below:

1. Knowing its customers.
2. Anticipating customer needs.
3. Stores focus on customer experience.
4. branding that speaks to a generation.

Operation Process:

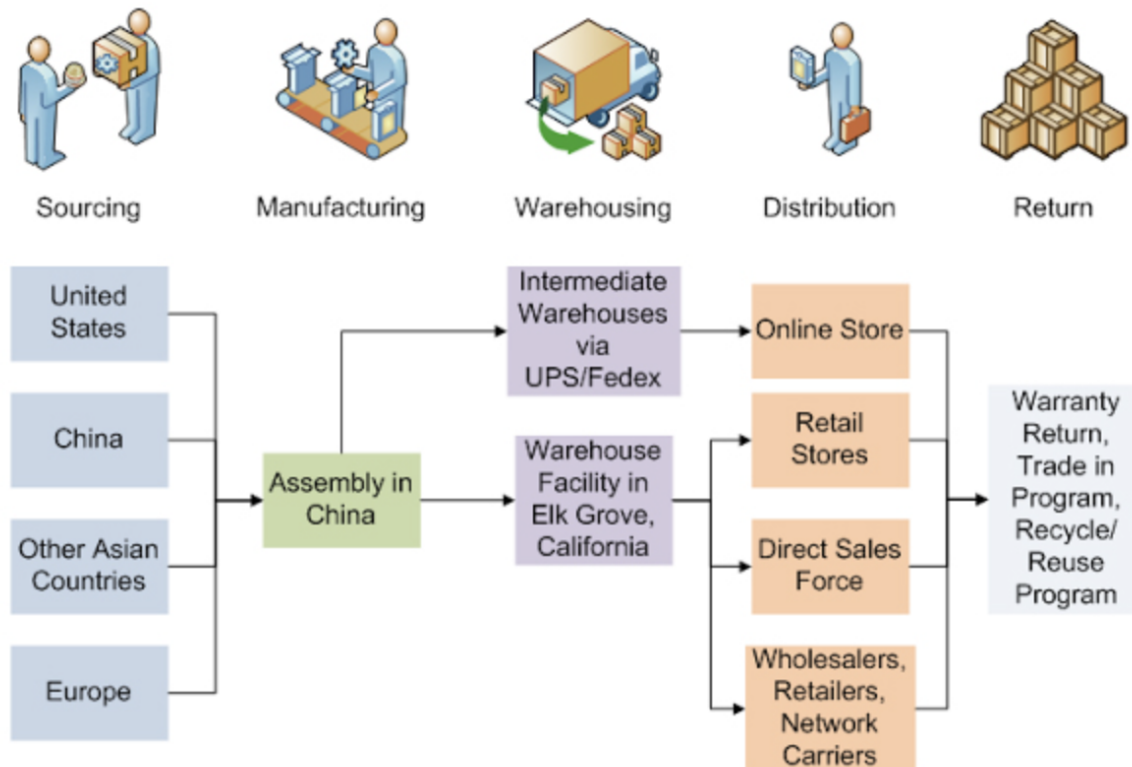
Apple's ability to balance intense operational efficiency (in fact, the highest efficiency levels in its peer group) with outstanding serial innovation and addictive product design, both of which command premium pricing and redefine markets, is a key component of its strategy.

Apple's business strategy is categorized as product differentiation. The multinational technology company, in particular, differentiates its products and services through simple, yet appealing design and advanced functionality. Another aspect of Apple's competitive advantage is first

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move advantage. For Apple, we have decided to put in place a stronger supply order management system, which will lead to the growth of the business as a whole.



Supply Chain Planning at Apple Inc

Environmental/Social Process:

Apple is dedicated to developing products that improve the lives of its customers while also not depleting the earth's resources. This responsibility extends throughout their supply chain, from initial design to manufacturing and throughout their products' entire life cycle.

Apple Inc. has committed its resources and best thinking to considering the environment in everything it does, including the energy that powers its operations, the materials in the devices, the companies with whom it performs business and the health and safety of those who make and use the products.

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Apple's environmental process consists of three pillars:

Climate Change: Apple has set a goal to become carbon neutral across its entire footprint by 2030. It will get there by reducing its emissions by 75 percent compared to 2015, and then investing in carbon removal solutions for the remaining emissions.

Resources: It aims to make products and packaging using only recycled or renewable materials. At the same time, it is committed to stewarding water resources and sending zero waste to landfill.

Smarter Chemistry: Through chemistry innovation and rigorous controls, it started designing the products to be safe for anyone who assembles, uses, or recycles them — and to be better for the environment.

Process Value Analysis:

Salience-Worth Matrix:

	Assets	Liabilities
Identity	Apple is a powerful brand strongly associated with high prices and fashionable technological products. Its core values, which are innovative, simple to use, unique, and stylish in design, contribute to the brand's image.	
Priority	Focus on product design and functionality. Strengthening Apple's ecosystem. Improving consumer service experience.	

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Background		Providing services to customers through the istore, app store, related software and peripherals.
Mandated		Customer electronics, software and services

SWOT Analysis:

Strengths:

Excellent technology:

Apple was the first to release some of the most cutting-edge items in the world (iPhones, iPads, AirPods). Apple is still committed to making smarter, more powerful technology.

Iconic Globally:

Apple is one of the most trusted firms when it comes to customized advanced computers and smart technology equipment. It has millions of devoted customers, whose numbers are always rising.

Sustainability is made possible by Liam:

Liam, an iPhone recycling robot that disassembles and analyzes the device, enables sustainability. They are completely stripped down to a single bolt. The majority of iPhone parts are reusable. The goal of Liam is to create as many reusable components as feasible. These reusable components are then categorized and securely kept in order to be reused.

Weaknesses:

Expensive Products:

Because of their high prices, Apple's products can be considered a luxury. The products are priced to appeal to middle and upper-income consumers. Apple products are simply out of reach for low-income consumers. Only people with middle or high incomes can afford their products due to their premium pricing.

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Compatibility Issues With Other Software:

When a customer purchases an Apple product, they become a part of the Apple Ecosystem. Apple's products are incompatible with other devices because they do not support other software or technologies. Customers must purchase Apple apps or accessories in order to continue using their Apple products.

Opportunities:

Customer Growth that is Consistent:

Apple has dominated the technology sector for many years. They offer high-quality, cutting-edge technology that provides a breakthrough in customer experience. Their customer retention rate of 92% is outstanding. Apple can always rely on the power of the internet to gain new customers and form new alliances in the future.

Broad Distribution Network:

Apple Inc. may be able to expand its distribution network. Apple's distribution network is currently very limited, with little room for expansion. Apple can increase revenue and sales by focusing on building a large distribution network.

Threats:

Pandemic effect:

Apple's manufacturing and supply chain are highly dependent on China as a result of the pandemic.

Its operations have been significantly impacted and disturbed by recent events. Additionally, China contributed almost 18% of its \$365 billion in revenue (a big market for Apple).

The outbreak has significantly affected Apple's business and might do so in the years to come.

Rising Competition:

Despite its increased brand recognition, Apple is still up against rivals. With technical improvements, companies like Dell, Google, and Samsung are posing a threat to Apple.

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Recommendations:

Focus on distinct lifestyle branding: Apple has succeeded in creating a distinct lifestyle brand and must keep expanding it while restraining pressure to shift to the center and engage in direct competition with Dell and HP.

Expansion of Apple stores through franchising: The stores are a major source of income for Apple and operate as interactive billboards for the company. In the sector, their achievement has been unmatched.

The integrated system should be emphasized in advertisements: The seamless interoperability of all Apple products has not always been a reality for customers, despite the fact that Apple's integrated system has a substantial edge over industry systems based on Windows. By using this marketing method, more products will be cross-sold to both potential and current customers.

Design Innovation: Increase the emphasis on design and development through internal resource allocation to maintain the industry's design leadership.

Diversification of consumer electronics: As the PC market has become increasingly crowded with competitors and customers, developing complementary products in other categories provides broader sources of revenue by accessing more customers in markets with less intense competition.

Improve Supply order process : If Apple wants to earn a great reputation in supply chain management, it will need to strengthen the auditing process that it uses for its suppliers in the future. We recommend that they adopt robots since it will help them save money on their budget and need much fewer people. It may be possible for you to save money by lowering your gas emissions and increasing your usage of recycled technology.

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Process Selection:

A detailed understanding of the impact of the control on the supply order aids in the development of an efficient supply order management system. Hence, we propose some changes in the operation process of Apple.

We have chosen to implement a better supply order management system for Apple, which will result in the overall development of the company. The rationale behind our choice to use this method is mentioned below:

Existing Functional Description of supply order process:

Some of the procedures followed while placing a supply order include:

1. Each employee uses their own unique procedure with their own preferred provider.
2. Invoices are sent to numerous points of contact and frequently get misplaced.
3. Some are paid for on expense reports.
4. Frequently, expenses are not taken into account.
5. Employee asks admin or secretary to order supplies.
6. Admin or secretary finds items in a supply magazine.
7. Any employee is free to place any order they choose.
8. There is little to no control on or approval of who may place orders.

Forecasting demand includes not only what products your customers will purchase, but also what technologies will be in demand in the coming years, allowing the company to reduce costs with suppliers by placing longer-term orders. This also creates enough demand for suppliers, preventing other competitors from ordering the components and thus limiting limitations.

Drawbacks of existing supply order process:

1. There is almost no visibility into total cost.
2. Total spend by the supplier is not captured.
3. Aggregated savings potential is lost.
4. There is little control over where or how many outstanding vendor bills are present.
5. Quarterly financial closings are difficult.
6. Buying procedure is opaque, and so on.
7. Currently, there are no checks and balances in place:
 - a. One person requests, approves, and authorizes payment for purchases.
 - b. Payments and defective goods claims are frequent and disruptive to the company.
 - c. Purchase records are frequently lost or otherwise not accounted for.

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Future Placement of Salience-Worth Matrix:

	Assets	Liabilities
Identity	Automated and improved process	
Priority	New Order Automatically updates the database	
Background		Timelines
Mandated	Workload Reduction	

AS-IS Process Objectives

Organizational goals:

1. Simplify, accelerate, and increase security of the ordering process.
2. To improve the efficiency of the work process and its connection to the centralized database.
3. Keep the database updated so that every employee has access to the most recent information, and notify different employees of information section changes so they can place supply orders.

Process Goals:

1. Limit the time and effort required for the administrator or secretary to order supplies.
2. Influence the straightforward process to look for supplies from the provided supplier list in accordance with what has already been stated.

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3. Reduce workload through calls and messages by introducing a system that can subsequently check employee requests and impose restrictions if they are ordering unnecessary supplies.
4. Only employees with login credentials are able to order supplies through an online system.

- **Supporting supplier capacity**

Apple should provide resources and training materials with country-specific information to suppliers to help them transition to renewables. These tools should be accessible at an online portal. Suppliers must be educated through advanced and customized training with leading experts. Furthermore, encourage the formation and growth of renewable energy industry associations, which suppliers can join to learn about local opportunities. Creating renewable energy businesses or even participating in some of the world's largest and most innovative renewable energy deals.

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AS-IS Performance Measures:

FUNCTION	Quality		Speed of the Process		OTHER	
	Measures	Goals	Measures	Goals	Measures	Goals
Total Process	Percentage of ordering Supplies	100%	Average Completion time per order	4 to 5 min		
Ordering Supplies	Percentage of ordering supplies required	100%	Average ordering time per order	40 Sec	Success Percent to get order	90%
Choice of supplies according to the prerequisite			Average time for choosing supplies according to prerequisite	1 min		
Invoice Generate	Percentage of bills generated by finance department	100%	Average time for bill generation by finance department	60 min		
Central Database	Supplies Details	100%	Average time taken to update database	2 to 3 min		

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AS-IS Process Stakeholders:

Main stakeholders include: investors, customers, employees, communities and competitors.

EXTERNAL ANALYSIS

General Environment

Global:	<ol style="list-style-type: none">1. Developing foreign economies could cause Apple's production facility in China to increase costs as wages in China increase.2. Government laws regarding environmental concerns could affect Apple.
Demographics:	<ol style="list-style-type: none">1. Buying power of consumers could decrease as wages flatten.2. Aging population could influence Apple's product design development.
Political/Legal:	<ol style="list-style-type: none">1. Legal battle with Samsung over patents.2. Apple's unethical way of re-routing profits to mitigate American taxes.
Economic:	<ol style="list-style-type: none">1. Recent recession could cause buyers to spend less and save more. Apple's products could be seen as out of range for buyers.
Sociocultural:	<ol style="list-style-type: none">1. Consumers' environmental concerns could influence Apple's device manufacturing.2. Consumers may value more portable and faster devices; therefore, Apple's devices could be seen as "outdated."3. Trends: Bigger screens and more functions could outdate Apple's products.
Technological:	<ol style="list-style-type: none">1. Apple's products nearing end of product cycle; (Ex) iPhone and iPod nano/touch.2. Rapid changes in technology could outdate Apple's technology.3. Apple's diverse product line may become obsolete (Macbook Air, Macbook pro, iPad, iPad mini, iPhone, iPod Touch, iPod Nano, Mac Mini, etc.).

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Industry Environment

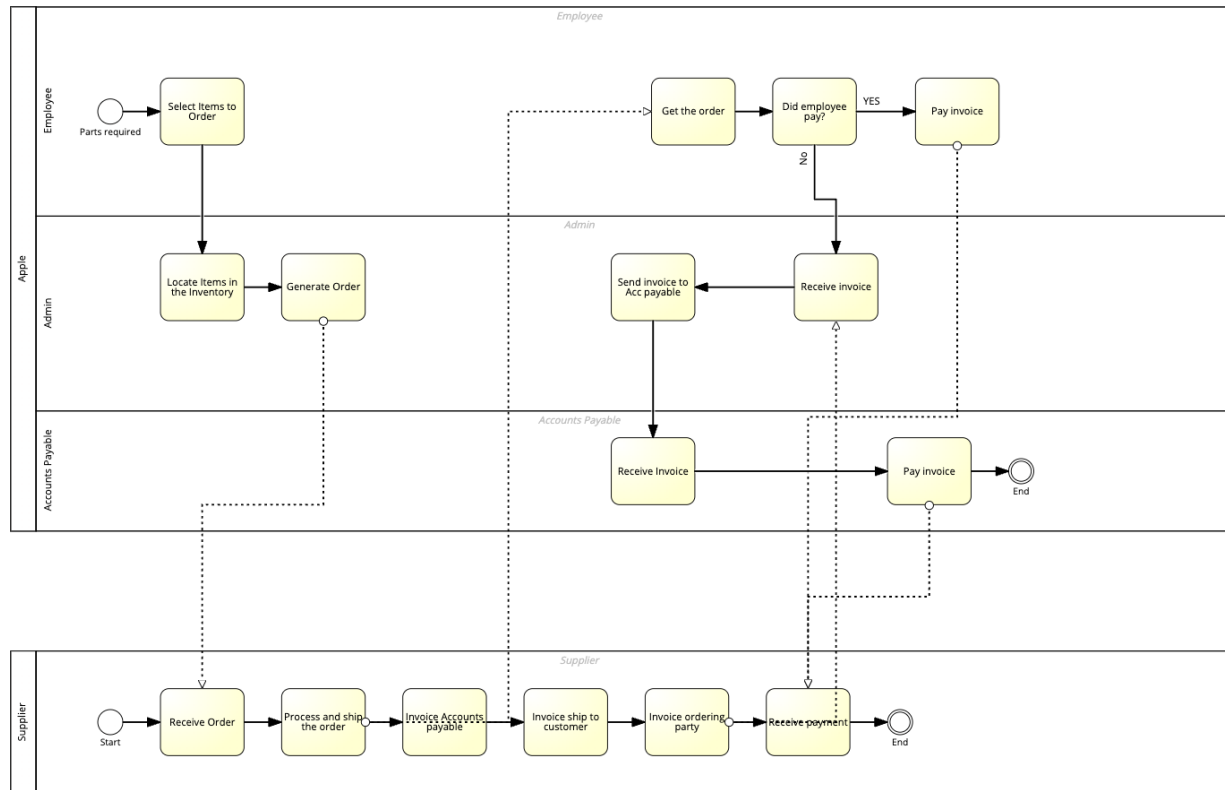
Power of Suppliers	<ol style="list-style-type: none">1. Few chip designers, but there is one dominant player (Intel).2. High switching costs from suppliers.
Power of Buyers	<ol style="list-style-type: none">1. High dependence on technology, high demand.2. Varying needs.3. Moderate switching costs (switch from one OS to another: e.g. Macbook to Windows).
Threat of Substitutes	<ol style="list-style-type: none">1. “Smartphones” that perform same basic functions (word processing, etc.).2. Increasing use of tablets for their portability.3. Alternate forms of entertainment (TV, Movies).
Threat of New Entry	<ol style="list-style-type: none">1. Economies of scale: need a lot of resources to develop an electronics company.2. Many large players and consumers have brand loyalty (Mac lovers).3. Mobile phones makers entering tablet market (Samsung, Blackberry, Windows).
Competitor Rivalry	<ol style="list-style-type: none">1. High: intense price competition and “who’s better and faster.”2. All computer/electronic devices have standardized components: small area to differ in product function.3. Products have similar life cycles, hard to maximize life span.

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AS-IS Process Design:

Business Process Map for existing supply order process:



Existing Process RedFlags:

1. No authorization is necessary to order any product at any price.
2. Depending on the supplier or relationship with the supplier, the invoice may be sent to a different person each time it is requested.
3. Invoices can disappear.
4. There are several methods for paying invoices.

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Opportunity Identification:

The need of expanding your company is only going to become more important as customers' needs evolve, as new technologies become available, and as the level of competition increases. The establishment of common business processes (BPI) may serve as an efficient mechanism for establishing a culture of continuous improvement inside your firm.

Business processes may be conducted in an informal or formal manner, and its effects can be felt across a number of firm operations, such as information technology, employee development and training, and the level of pleasure customers have with their service. The development process always follows the same route, regardless of whatever process it is that you are attempting to perfect. The four stages of the cycle for business process improvement are going to be discussed in today's topic.

Identify the need for change:

The first step of the BPI is to determine whether a change is necessary. Discovering new development opportunities may be aided by research on different procedures. The results of the study will tell you if your company is facing any problems at the moment or is at risk in the future. After reading the audit report, you'll have a better idea of how each factor contributes to the company's success. In this section, you should also discuss how each procedure affects your company's resources, stakeholders, and operations.

It's time to take a look at the way things are done now

After figuring out what aspect of the procedure needs improvement, the next step is to conduct an audit of the current procedure. By doing so, you will have a comprehensive understanding of the process as a whole and be better equipped to establish practical goals for your development. While the method of analysis you choose (mapping, surveys of performance, root-cause analysis, etc.) is crucial, you should also consider the following concerns.

What is this broken process?

Which step causes the biggest delay?

What is this broken process?

We have decided to focus our efforts on enhancing Apple's Total customer satisfaction process, which will also include developing a more effective inventory management system. This is the process that we have selected for improvement. Delays in shipments and poor customer satisfaction owing to insufficient stock levels are examples of the kinds of variables that might contribute to overall low levels of customer satisfaction. Apple is suffering a loss of consumers due to the combined effects of all of these problems, which also prevents the company from acquiring new customers.

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Which step causes the biggest delay?

Low Production of high demand products: Apple needs to keep a track of the products that get sold the most. If the product is not available, it'll lead to customers going to some brand store and will lead to a loss to Apple. If they keep a record, then Apple can increase the production of that product and keep the customers satisfied.

Shipment problem: Due to inventory problems and pending shipments, Apple orders are now stalled in the "processing" stage. Because Apple fulfillment centers can't send orders out until supply arrives, this might cause order processing times to increase.

Reengineering Proposal

Opportunity Selection:

1. Mitigate supply chain disruptions and delays, allowing it to maintain gross-margins.
2. Adjust ordering ratios with existing suppliers, therefore minimizing the risk of third party issues associated with volume dependency;
3. Quickly increase production capacity to respond to changes in consumer demand.
4. Encourage lower supply costs as multiple suppliers compete for its business;
5. Process large volumes of pre-orders, which it then analyzes to create demand forecasts; and,
6. Prevent competitors from utilizing the same production capacity through exclusive relationships with suppliers.

Solution Creation:

Solution Creation and Associating them with process reengineering principles:

Behavior Narrative:

1. Each employee will follow a similar procedure to select their preferred goods from a list of available suppliers.

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2. Every time staff members order new goods under the new procedure. The database will be verified once, and if supply is beginning right away, staff members will be informed. This will cut down on wasteful supply.
3. The single points finance department receives submitted invoices, which are then kept in the database for future use.
4. Online systems are used to place supply requests so that written evidence is available.
5. According to the new procedure, employees must order what they require, which will then go through an approval process before being arranged according to their demands.

Associating with process reengineering principles:

Principal no. 1: Case Management:

The user can view the supplier details and the supplies, and if an employee wants to order supplies, they can do so immediately through the online system.

Principal no. 2: Self Service:

Employees who serve themselves. Supplies can be ordered by employees based on their needs.

Principal no. 3 : Reduce the contact points:

One online framework with a fixed supplier list will contact the person as needed in the new procedure.

Principal no. 4:Coordinate or Integrate:

Reliable communication between the database and the staff. Employees can get in touch with another supplier from the list if the desired source isn't available.

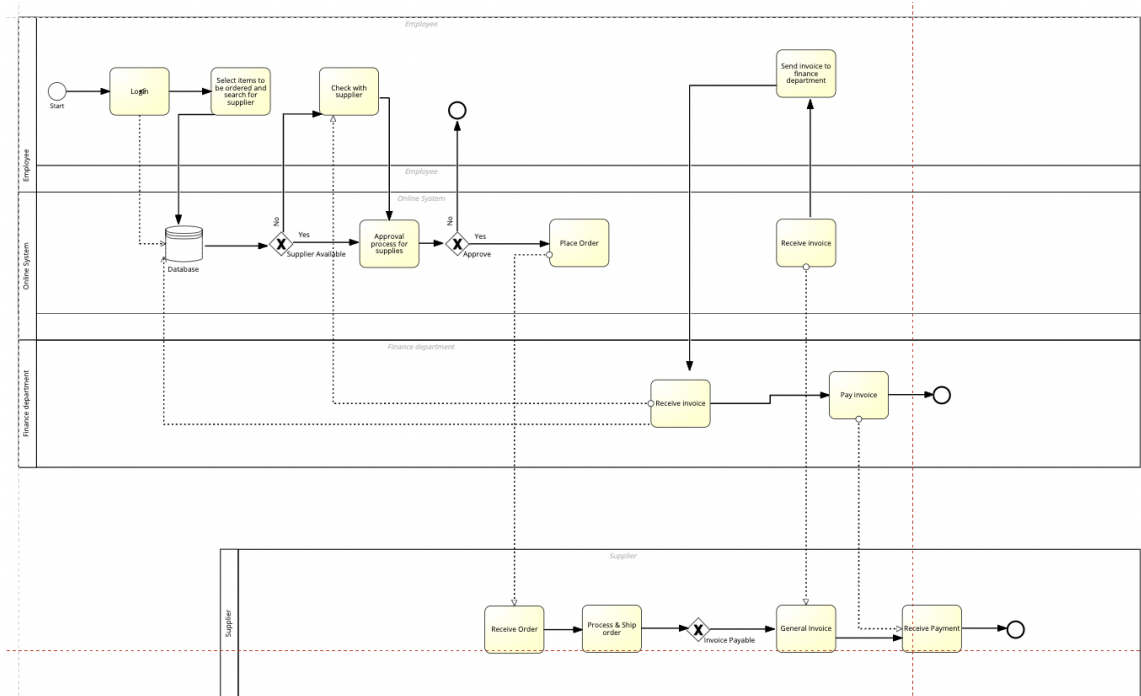
Principal no. 5: Early data capture:

A centralized database initially eliminated the issue of repeatedly locating the right supplies and communicating with different employees.

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TO-BE Process Design:



Change Management Analysis:

Change Management Analysis is performed on all levels possible:

- Strategic
- Technological
- Structural and
- Personnel.

The key characteristics of changes that may be observed in the Apple Company are inextricably related with the necessity of the company's ongoing transformation in response to changing market circumstances. This is the sole (though most valued) rationale for full-fledged change management.

In truth, change management is a planned and correctly weighted strategy to change the work of a single person, a group of people, a team, a department, or an entire corporation. As a result, change management in Apple is carried out not just to adapt but also to promote changes in the

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environment. There aren't many examples of such changes, but studying the company's activity can help you find some.

The aspects of the change management processes carried out within the firm can be examined via the lens of the change scales which are divided into four levels: strategic, technological, structural, and personnel. As a result, the introduction of a new product or a new procedure, such as a supply order, necessitates technological changes inside the organization as well as the introduction of new manufacturing capabilities (or reallocation of the existing). This type of shift may be seen when the corporation joined the media market, offering the audience an iPod. The company's technological advancements were led by its CEO and were carried out not just in the technical department but also in the financial, design, promotional, and marketing departments.

Organizational Change Management necessitates not only creative marketing to facilitate communication among change audiences, but also in-depth social understanding of leadership styles and group dynamics. Change Management, as a visible track on transformation initiatives, aligns groups' expectations, communicates, integrates teams, and oversees people training. It employs indicators such as the leader's commitment, communication efficacy, and the perceived need for change to develop precise plans, avoid change failures, and resolve troublesome change initiatives.

When the change strategy is developed and the primary objectives of change management are specified, the organization begins to implement the changes. The company's adaptable management structure enables it to implement changes swiftly. The key idea behind this acceleration is the simultaneous change in all departments participating in the changes.

In general, this is not a critical aspect of Apple's change management because changes are made frequently and the corporation does not require constant maintenance of the newly adopted structure. However, if necessary, the sustaining phase is carried out by the people in charge of modifications in each department. This means that department directors are accountable for both the effective implementation of changes and the effective maintenance of those changes.

There will be challenges if an organization puts new items on people or the employees. The most crucial characteristics are participation, involvement, and open, early, and complete communication. Workshops are excellent tools for developing communal understanding, approaches, policies, procedures, systems, and ideas.

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Business Impacts which are addressed:

- Creating an internet platform to digitize everything and, as a result, reduce work burden.
- Each new order automatically updates the database, making it simple to check availability.
- A clone database is built and then updated to prevent database crashes.
- Each employee will be given new records which the employees needs to be educated before itself.

Expected Outcomes:

- Online synchronization between the new framework and a centralized database is available.
- A new online method for ordering goods is part of the new structure.
- Each employee has an impressive record that can be accessed with their individual username and secret password.
- Each new order automatically updates the database. For instance, the spreadsheet is updated through the entire database as soon as employees order supplies.
- If the supplies are already available, check the database.
- To prevent database crashes, a copy database is created and then updated. (for a safer side).

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Project Plan:

Project Stakeholders:

Customers, suppliers, investors, and staff are among the stakeholders who are dedicated to the existence of the business and who depend on one another.

Sr.No	Primary Stakeholders	Description
1	Customer	Every purchase they make helps the business, and each one also reveals which goods and services it should invest more on.
2	Vendor and Supplier	Suppliers give the components or raw materials that a business needs to make its products.
3	Inside Stakeholder	By lending their expertise and perspective to a project, help a business achieve its strategic goals.
4	Customer Executive	Create cases on a client's or a service provider's behalf. View customer information, case duties, and cases. View and explore reports. Accept requests.
5	Warehouse Manager	Warehouse managers oversee the receiving, sending, and storing of goods while at work in warehouses.
6	Owner	Budgets and sales projections must be made, and the owner must ensure that the business complies. The owner may issue invoices to clients, pursue unpaid debts, keep the accounting system current, and tally up bank statements.

Project Timelines:

- Time required to create an online system which includes all the processes that undergoes the processes mentioned below:
 1. Planning
 2. Analysis
 3. Design
 4. Development
 5. Testing and
 6. Maintenance.

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- Time required to create dedicated servers to each database that is being created.
- Time required to maintain the database servers.

Project Costs:

Initial Investments cost items:

- Cost required to build an online system that can synchronize online updates is related to ordering goods.
- Costs required to create a secure centralized database server and copy server.

Operational Costs:

- Maintenance costs of database server.

Tangible Benefits:

- Asset cost sparing which is nothing but avoiding reordering if supplies are already on hand, therefore there is fetched sparing.

Intangible Benefits:

- Redundancy Reduction.