Assignment 1

INFS720

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PART 1

Apple's vision and mission statement would look like this:

Our mission is to develop cutting-edge goods and services that improve people's lives, foster creativity, and ignite social change.

Scope:

* Create, produce, and sell a variety of consumer goods, such as smartphones, laptops, smartwatches, and audio accessories.
* Create and disseminate software and digital material, such as media services, operating systems, and applications.
* Offer customer service and technical support to make sure users have a seamless and positive experience.
* Encourage a culture of sustainability, innovation, and creativity that drives product development and raises brand value.
* Grow our company through strategic alliances, purchases, and investments that are consistent with our goal and values.

Objectives:

* To adapt to the changing demands of the market and our customers, we must keep innovating and improving our products, services, and customer experiences.
* Increase brand recognition and loyalty while broadening product offerings and expanding our worldwide market share.
* Encourage responsible behavior and sustainability in all facets of our operations, including supply chain management, production, and product design.
* Boost our brand's reputation through efficient marketing initiatives that convey our beliefs, mission, and impact.
* Encourage an inclusive and varied work environment that fosters innovation, teamwork, and personal development.

Stakeholders:

* Customers who use our products and demand innovation, high quality, and usability.
* Vendors and manufacturing associates who work with us to create top-notch goods and deliver them to customers.
* Retail partners who market and sell our goods and rely on consumer recognition of our brand to boost sales.
* Those who want to invest in long-term financial stability and growth.
* Apple employees who demand a secure, welcoming, and rewarding work environment.
* Communities and the environment, which demand ethical and sustainable behavior that minimizes adverse effects and maximizes beneficial contributions.

It's important to note that this is just a general example, and the actual vision and scope statement for Apple may differ in terms of content and structure.

PART 2

To compare the vision and scope requirements of Apple, we can examine the different sections of each document:

1. Vision Statements: The vision statement of Apple outlines the company's goal of developing innovative products that improve people's lives. It emphasizes Apple's dedication to excellence and simplicity, as well as its emphasis on design and functionality. This is a relatively high-level and visionary statement. The document's "background" and "business opportunity" sections help to provide context for the project and its purpose.
2. Business Objectives: The company's focus on innovation, design, and user experience is emphasized in Apple's vision statement. It contains a section for business objectives, which outlines the project's specific goals, such as revenue growth, market share expansion, or increased customer satisfaction.
3. Major Features: T The Apple vision statement does not provide specific details on the features of the products or services that the company intends to develop, but the scope document includes a section for major features that outlines the project's specific functionality or capabilities.
4. Limitations and Exclusions: The Apple vision statement does not provide specific details on the company's product or service limitations or exclusions, but the scope document includes a section for limitations and exclusions, which outlines any specific features or functionality that will not be included in the project.
5. Business Risks and Assumptions: The scope document includes sections for business risks and assumptions, which outline the project's potential risks and uncertainties, as well as the assumptions on which the project is based.

In conclusion, Apple's vision statement is relatively high-level and visionary, emphasizing the company's dedication to innovation, design, and user experience. The scope document, on the other hand, contains more specific information about the project's objectives, features, limitations, and risks. While the two documents share a focus on business objectives and assumptions, the scope document provides more concrete details that can help guide the project's development and execution.