**Strategies and Resources**

**Introduction**

In this report I will be discussing how Strategies and Resources to help a business become an international organisation

**Products and Processes**

For example, this is how Apple Inc. managed an extended international presence and became one of the market leaders. For example, it can operate through subsidiary businesses in the UK, Germany, or China. Through that means, Apple can manage local operations, cope with compliance, and create marketing and services conducive to regional needs. In other words, that allows Apple to satisfy production needs and at the same time enjoy exploiting the local expertise and makes it while forming joint ventures such as its partnership with Foxconn in China.

Apple also enters strategic partnerships that make its products more available worldwide, such as the contract signed with AT&T for exclusive launch of the first iPhone in the United States, which facilitated access by Apple to telecommunication networks and international development. As part of the licensing agreement, Apple also increases the ability of its third-party developers to develop software for its iOS platform, thereby increasing the ecosystem and driving revenue through App Store.

Although it does not engage in traditional franchising, Apple has formed partnerships with Apple Authorized Resellers, which sell Apple products and offer support for Apple customers in markets where Apple does not have a retail presence. Finally, much of the manufacturing is outsourced by Apple to companies such as Foxconn and Pegatron, which could result in lower costs for Apple and help it to concentrate on design and software.

It is through the method of subsidiaries, joint ventures, partnerships, licensing, reselling, and outsourcing that Apple has created a global footprint and maintained market leadership within the technology market.

**Analysis of the effectiveness of the strategies and resources**

Being the world technology leader, Apple Inc. resorts to different means for the extension and administration of its operations across countries. Considering direct investment is among the methods taken up by Apple because it can maintain control over timelines and quality of products. It also helps in the arena of developing products to suit the local market more effectively. However, this entails high initial costs, risks from the local economy, and sometimes intensive training to meet Apple's standards.

While partnerships with local firms or resellers greatly reduce risks and offer cost-sharing with access to market expertise, the dependency on partners may reduce the speed at which operations can be conducted. This strategy can also reduce Apple's control over branding and customer experience. In much the same light, outsourcing with companies like Foxconn helps Apple to save on labour and capital while also increasing production faster. This, however, exposes the company to disturbances in supply chains and possible reputation problems emanating from labour practices.

Setting up the Apple Stores increases brand awareness and customer experience, as well as gives control to the company in terms of revenue and market feedback. Such stores require heavy investment in infrastructure and maintenance, apart from continuous expenses on staffing.

Resource considerations are paramount. The ability for Apple to commit sizable capital ensures global expansion and innovation but also ties up the resources. High revenue costs are offset by outsourcing, while training costs are necessary in less-skilled markets to ensure product quality. With its highly centralized decision making, Apple controls its branding tightly but may be slower to react to any one of the local markets. While decentralized structures offer flexibility, the risk of inconsistency increases with global strategies.

Apple balances such strategies by using its financial resources and expertise in the most appropriate ways to minimize risks while taking advantage of all opportunities. The choice of strategy would, therefore, depend upon the target market's complexity and potential.

**Conclusion**

In this venue, Apple Inc. strategies and resource management have been the drivers of its global success and leading market position. Adaptation to international markets has been achieved through direct investments made in combination with partnerships, outsourcing, and product design. In support, strategic alliances have allowed for the presentation of the iPhone through a partnership with AT&T; similarly, manufacturing alliances have optimized production efficiency. Moreover, Apple succeeded in unveiling its unique retail flavour through the Apple Stores, which helped increase brand visibility and improve customer experience.

Though these strategies are not without challenges, such as high costs and risks associated with direct investment or dependency on partners, undeniably they have strongly contributed to Apple's leading position in the global technology market. Evidence can be seen in maintaining premium branding, ensuring quality across markets, driving innovation, amongst other parameters. Overall, the strategic combination of Apple's resource use and its adaptability to market conditions indicates the company's effectiveness at continuing international growth and delivering remarkable value to its customer base.

**References**

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