**Features contributing to the success of contrasting businesses.**

**Features of Businesses**

Public Sector:

Companies within this sector are government owned examples of this sector are buses, BBC, TFL, Post offices and services are education, and the NHS are counted as free services under this sector.

Private Sector:

The Private Sector is businesses that are owned by an Individual and are not government owned.

Examples of Private Sector company:

One example of a private sector company is a sole trader which has unlimited liability meaning if the business goes into debt, then the owner of the company must pay off the debt This is also a company owned by 1 individual so if the company does fall into a debt, then the sole owner has to pay for everything or liquidate the assets of the company.

Another example of a private sector company is a partnership. This is a company that is owned by 2 or more people this private sector also has unlimited liability meaning that if the company goes bankrupt or into debt then the 2 or more owners would have to liquidate assets or cover the debt using their own money the debt would also be split between all owners of the company.

Another example of a private Limited company is a LTD which means Limited Liability Companies and unlike the 2 previously mentioned examples this is a Limited Liability company meaning that if they fall into debt it is the responsibility of the stakeholders to cover the debt of the company but with a LTD company you cannot sell shares to the public and can only sell shares of your company to family and friends.

PLC – Public Limited CO [Limited Liability] – This is where shares are sold publicly to everyone via the London stock exchange which is located near Liverpool Street station.

Co-operatives- Is a type of business ownership where the employees are the shareholders and therefore receive part of the profits.

Voluntary Sector:

Companies under this sector are non-profit organisations meaning that these companies take no revenue, and they only help people in need for example charity’s such as British Heart Foundation and Marie Curie. These types of organisations are based on the five basic needs which include: Food, Shelter, Warmth, Water, and clothing.

**Apple**

Apple was established in 1976 as Apple Computing Company then the year after was changed to Apple Computer Inc. and was started in Steve Job’s parents’ garage where he created the Macintosh and is now one of the biggest technology companies by revenue in June 2022. Apple is categorised under the information technologies sector and Apple Inc’s scope of the business is international as the company operates all around the world in every country. The company’s type of ownership is a publicly traded company which means that no individual or entity owns the company. However, the biggest stakeholder in Apple ink according to businessmodelanalyst.com is The Vanguard group holding 7.8% of the company. The size of the company depends on but according to Wikipedia as of 2023 the company has over 161000 employees and therefore makes it a generous sized organisation and their total assets is $352.58 billion US dollars as of 2023 and the total equity of the company is $62.15 billion US Dollars as of 2023. The organisation specialises in making technology products such as phones, computers, Wi-Fi Solutions, desktops and much more and they sell a product and a service such as the product that apple provides is the technology for example your iPhone and they provide services such as Apple Music, Apple TV, iCloud and more. This organisation is in the private sector. Apple within the UK is a private limited company and therefore sell shares to friends and family and therefore they know the shareholders they also have limited liability meaning that they do not have to pay debts from their own fund a disadvantage of a Private Limited Company is the shareholders could cause family conflicts. The scope of the business is International as there are multiple branches in France, China, Vietnam and many more. The business is also a Secondary and Tertiary business as they sell goods, and they also manufacture the goods.

**JD Sports**

JD Sports Fashion PLC which is a public limited company meaning they can sell shares to the public. was established in 1981 and founded by two individuals called John Wardle and David Makin and has many stores 3,400 as of July 2022 and the company’s sector is Clothing and Sportswear accessories and is an international company meaning it operates worldwide the ownership type is a mix of institutional, retail, and individual investors. The size of the company is large as it has 44,488 employees as of 2022 the organisation sells clothing shoes and other items of apparel across the globe, and they sell a range of products such as shoes clothing hats bags etc. An advantage of a PLC is that you can have lots of people with shares meaning that you have access to more investors. A disadvantage of a PLC is that your shareholders are strangers which can lead to problems in the future. JD Sports is considered an international business as they have branches in Australia and New Zealand.

**Stakeholders**

A stakeholder is a person who supports a business and influences it for the success of its product stakeholders in the company such as the owner managers workers the consumers the suppliers etc because they all have a say in the company how it works and etc.

Internal stakeholders are those who are within the business such as the CEO and other management staff. External stakeholders are those who are outside the business such as Local Communities Suppliers and the Government

JD Sports:

Owner- This means the individual that own the organisation they influence the business by making all the decisions such as prices and decides on who to recruit, premises décor and Policies for the company and procedures. This is also an internal stakeholder.

**An advantage of having the owner as a stakeholder is that the owner could be very advanced within the fashion industry.**

**A disadvantage of having the owner as a stakeholder is that the opinions and decisions are very biased in the owners favour.**

Customers- This is an individual that shops or purchases from the business they influence the business because they make the business money and decides what products to buy from them. They are also an external stakeholder.

**An advantage of having customers as a stakeholder is the involvement of the customers could lead to advancements in certain products this also allows JD to see what products are in demand at the time.**

**An disadvantage of having the customers as a stakeholder in JD is different preferences that each customer may have such as someone might like one brand that JD sells and another might not like that brand which creates conflict.**

Employees- This is an individual or group that work for the business such as stockers floor staff etc they influence the business by being the working staff for the store and they influence when the shop can open or when they must be closed due to understaffed. These are Internal Stakeholders as well.

**An advantage of having the employees as stakeholders at JD Sports can lead to increased motivation and productivity because they feel like they can make certain decisions within the business.**

**An disadvantage of having employees as a stakeholder at JD Sports could be conflict of interest and demands.**

Government – The government can have an impact on JD Sports by enacting laws and providing incentives that support moral business conduct, environmental responsibility, and just labour standards in the retail sector.

**An advantage of having the government as a stakeholder in JD sports is**

Suppliers- Suppliers can impact JD Sports through the promotion of open and honest communication, provision of inventive and eco-friendly product choices, and formation of win-win alliances that place an emphasis on ethical production and sourcing methods.

Apple UK Limited:

Owner- This is the individual that owns the business. They own the business and make all the executive decisions and have the final say on what goes on within the business itself. They also choose who to recruit and the décor of all the apple stores around the UK. They are also an internal stakeholder of the business.

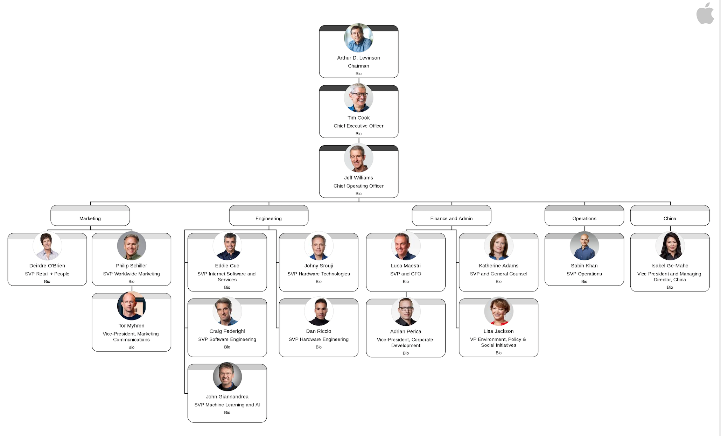
Customers- This is the individual that purchases the products that the business sell and they influence the business by increasing or decreasing the demand of each products such as if a lot of people start buying from other companies and not Apple this can have a tremendous impact on the business as it will decrease their market share and the price of their shares and other things that could impact the business.

Employees- As stakeholders, workers have a great deal of power over a company because of their knowledge, experience, and passion. They also help the company succeed by encouraging innovation, increasing productivity, and building a healthy workplace culture. They also can affect the business by not showing up to work or having a lot of workers leaving as this would affect the businesses’ locations and put them in jeopardy and may cause them to close. Furthermore, they are also an Internal stakeholder in the company.

Government- As a stakeholder, the government can exert influence on Apple through regulatory policies, taxation, and antitrust measures, shaping the business environment, ensuring compliance with laws, and promoting ethical business practices to safeguard consumer interests and maintain a fair and competitive marketplace.

Suppliers - As stakeholders, suppliers have a say over Apple since they contribute essential parts and services. This gives them the ability to negotiate prices, work with companies on new product development, and keep dependable and sustainable supply chains.

**How is Apple UK Limited organised?**

****Apple uses an organisational structure called Functional structure which has 6 levels of hierarchy for example the Chairman has the largest chain of command as he controls all the people below him. The Chief Operating Officer has the largest span of influence as he controls 5 different Functional Areas

Functional areas of Apple (UK) Ltd

One functional area of Apple is Information Systems and Technology which according to apple the function area help manage the massive systems at apple such as: Apple Pay and the Apple Website as well as logistics and manufacturing. They also manage iCloud and all the data centres around the globe.

The second functional area of Apple is the Finance Department. These are the people who control apple and their shareholders and the areas of work that are part of the financial department are Financial Planning, Forecasting and Analysis, Tax, Treasury, Internal Audit, Mergers and Acquisitions, and Accounting.

The third functional area of Apple is the Legal Department. These are the people who control the legal side of apple and according to the apple website they make sure that apple is complying with the ethical and corporate standards as well as defending their intellectual property. Areas of work in the legal department include the following: Corporate Law, Paralegal Services, Legal Operations, Project Management, and Administration.

The fourth functional area of apple are the people department. Apple describes this as: Apple as an innovator and continue our commitment to create an even more diverse culture which shows that this department recognises their team for there diversity and talents as this area of work includes Talent Acquisition, Talent Management and Development, Infrastructure, Inclusion and Diversity, Benefits, and Compensation.

The fifth functional area of Apple is the Global Security department. This team manages the security at Apple As one of the closest watched company’s globally they need to develop unique solutions to fixing bugs and security flaws Areas of work include Safety Services, Operations, Investigation, Legal Services, Analysis, Project Management, and Program Management.

**Apple’s Aim and Objectives -**

Apple says their main objective and aim is to: Apple's main purpose is to create products that enrich people's daily lives which shows how they care for their customers and userbase. They also say on their website: Apple strives to bring the best personal computing experience to students, educators, creative professionals, and consumers around the world through its innovative hardware, software, and internet offerings. Which also shows they care they have for their userbase and how their aims are to make a happy and easy experience for their users

**How Apple’s organisational structure supports their aims and objectives**

**Apple's organisational structure helps the company achieve its goals and develop its client base while also generating revenues in several ways. The organisational structure accomplishes this, for instance, if a software engineer encounters a problem. In this scenario, the software engineer can seek assistance from their superior, the Senior Vice President, who can resolve the issue, or they can reach out to the CEO to devise a solution.** **Another example of this is how having a clear chain of command would enable the CEO to assign work to the surviving senior vice presidents and other employees until a replacement is appointed for the position, for example, if a senior vice president were to go. As a last example, if an employee becomes unwell, the organization's power structure or chain of command would enable them to distribute these responsibilities equally and prevent problems from developing.** **These all support Apple's Aims and Objectives by ensuring that if they encounter any issues with their staff or chain of command, senior staff can re-delegate tasks to resolve any issues, allowing them to achieve their goals and objectives while also making money.**

A screenshot of a computer

Description automatically generated**How is JD Sports PLC organised?**

JD Sports organisational structure is concentrated on dividing three functions of management: Apparel, Equipment and Footwear. The CEO and Directors have the largest span of influence controlling 9 different people and JD has 3 levels of hierarchy with the executives of JD being at the top of the hierarchy and the Employees being at the bottom of the hierarchy.

**Functional Areas of JD Sports PLC**

One of the Functional areas of JD Sports is their Customer Services department. JD Sports's Customer Service Department exemplifies the brand's dedication to innovation and athleticism by providing exceptional assistance. The crew is competent and responsive, providing global customer support, appreciating suggestions for ongoing enhancements, and guaranteeing accessible via several media. In addition to solving problems, they create enduring relationships that support JD Sports's position as the industry leader in terms of customer happiness for sports and leisure.

Another Functional area of JD Sports is their Human Resources department: The core of JD Sports's workforce dynamics is their HR department, which places a strong emphasis on inclusion and diversity. They put a lot of effort into fostering an environment where people may flourish in everything from hiring to employee relations. Working together across departments, the team puts creative human resource concepts into practice. JD Sports's HR department guarantees a healthy work environment through training initiatives and benefits management, which helps the company maintain its leadership position in athletic wear and footwear globally.

Another Functional Area of JD Sports is their Finance team: The company's financial core, JD Sports's finance team coordinates the financial tactics that support the company's performance. The team oversees forecasting, financial planning, and budgeting, and they make sure the business is financially stable and sustainable. They work closely with different departments to guide investments and resource allocation during decision-making processes. To sustain the company's financial stability and uphold its position as a world leader in the athletic clothing and footwear sector, JD Sports's finance staff works precisely.

Another Functional Area of JD Sports is their Marketing team: The marketing team of JD Sports is the creative power driving the brand's resonance and global visibility. This creative team develops campaigns that are more than just advertisements since they have a deep awareness of cultural movements and consumer trends. JD Sports's marketing team expertly conveys the brand's culture of athleticism, empowerment, and innovation through memorable slogans and powerful imagery. They engage with audiences globally through digital platforms, experiential marketing, and strategic alliances, which promotes brand loyalty and propels JD Sports's ongoing success as a leading athletic brand.

The Final Functional area of JD Sports is their Legal team: JD Sports's legal department manages regulatory environments and offers strategic advice to protect the company's legal interests. From negotiating contracts to safeguarding intellectual property, they guarantee adherence to regulations and reduce legal hazards. This group is essential to maintaining JD Sports's dedication to moral corporate conduct in the competitive sportswear and footwear market.

**JD Sports Aims and Objectives –**

JD Sports says on their website that their aim is to become the leading global sports fashion powerhouse also It says: JD seeks to inspire the emerging generation of globally minded consumers through a connection to the universal culture of sport, music, and fashion. Over the next five years, JD Sports wants to achieve double-digit growth in operating margin and sales while also capturing double-digit market share in important areas.

**How JD Sports’s organisational structure supports their aims and objectives.**

The organisational structure of JD Sports helps them achieve their goals, which include making money and upholding their commitment to inclusivity and creating effective marketing campaigns. One way to do this is to report any issues, such as a problem or illness, to the CFO, who is higher up in the company and has control over that role. The CFO can then handle the situation and keep it from getting worse. Another example of this is if a staff member who oversaw data and analytics were to leave; in that case, they could get in touch with the IT staff member and ask them to reassign the duties to other employees in a comparable position. Lastly, the fact that they have many other directors who may step in and fill the void until a new one is hired illustrates the benefits of their organisational structure. Should one of the directors pass away or become unwell. Without a sufficient organisational structure, employees would not know who to contact about problems, which would increase the likelihood that the business would fail. Furthermore, it is better for the organisational structure since it displays employees who are at the same level of hierarchy as them, facilitating effective communication and problem-solving without the need to escalate issues to higher-ranking personnel.

**Conclusion**

In conclusion, JD sports and Apple have similarities and differences to one another. Such as Apple and JD Sports Organisational Structure is completely different to one another whereas they share some similarities when it comes to the functional areas of both businesses. Both of their stakeholders have the same influence on both businesses and how each stake holder can affect the business.

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