Apple: Corporate And Organizational Culture

Chosen company: Apple

Introduction:

Apple Inc. is an American international technology company headquartered in California, that designs, develops, and sells consumer electronics, computer software, and online services. it's considered one among the massive Four technology companies, alongside Amazon,Google and Microsoft.Apple was founded by Steve Jobs,Steve Wozniak and Ronald Wayne in April 1976 to develop and sell Wozniak's Apple I pc,though Wayne sold his share back within 12 days. Apple is well-known for its size and revenues. Its worldwide annual revenue totaled $265 billion for the 2018 twelvemonth. Apple is that the world's largest technology company by revenue and one among the world's most precious companies. it's also the world's third-largest portable manufacturer after Samsung and Huawei. In August 2018, Apple became the primary publicly traded U.S. company to be valued at over $1 trillion. the corporate employs 123,000 full-time employees and maintains 504 retail stores in 24 countries as of 2018.

Chief Executive Officer :

Timothy Donald Cook is an American administrator and industrial engineer. He is the CEO of Apple Inc., and previously served because the company's operations director under co-founder Steve Jobs. Cook joined Apple in March 1998. He became CEO on August 24, 2011, before Jobs' death in October this year. As senior vice chairman of operations worldwide, then he served as vice chairman of sales and operations worldwide. Cook includes a management style that may be generally defined as democratic. rather than being in complete contrast with Apple's former CEO,Steve,Cook seems to possess adopted a number of the legendary entrepreneur's previous practices and developed a singular leadership mantra. Apple employees often describe him as charismatic and caring. Until now,his term of office was characterized by a greater concentrate on existing products and support for business and employee relations. Instead of simply continuing the legacy of Jobs' autocratic style,Cook used his strengths and emphasized the event of collaboration between Apple's arsenal of talent.

Organizational culture:

Apple Inc. has an organizational culture for creative innovation. The company’s cultural features focus on maintaining a high level of innovation that involves creativity and a mindset that challenges conventions and standards. The main characteristics of Apple’s corporate culture are Innovation, Top-notch excellence,Secrecy,Creativity and Moderate combativeness. Top-notch Excellence:Apple’s organizational culture comes with a policy of hiring only the best of the best in the labor market. Steve Jobs always fired employees who did not meet his expectations. Creativity:This cultural characteristic pertains to new ideas that help improve the business and its products. Apple’s management favors creativity among employees’ knowledge, skills, and talents. Innovation: Apple’s organizational culture supports rapid innovation. The company is often appraised in concert of the foremost innovative companies within the world. Secrecy: Steve Jobs developed Apple to possess an organizational culture of

secrecy. This cultural characteristic continues to define the company's human resource development. Secrecy is an element of the company's strategy to attenuate the theft of proprietary information or belongings. Moderate Combativeness: Apple's organizational culture has moderate combativeness. This feature is linked to Steve Jobs and his combative approach to leadership. He was known to randomly challenge employees to confirm that they need what it takes to figure at Apple.

Multi-cultural teams :

On apple website its written in bold "At Apple, we're not all the same. And that's our greatest strength. We draw on the differences in who we are, what we've experienced, and how we think. Because to create products that serve everyone,we believe in including everyone." which show their diversity and how much they value it. The company chooses people with talent irrespective if their cultural or ethnic backgrounds. They try their best to acknowledge cultural differences and work around them, Intervene in the structure of the team to mix and expertise as appropriate, be ready to interfere if cross-cultural differences become hard for the team to manage on its on and do not hesitate to reassign a team member if experience has shown a lack of fit and adaptability.

Global strategy:

Apple Inc.'s main growth strategy is concentration strategy since every year they produce several types of products of the same industry like iPhones and Mac devices increasing the number of products offered or markets served,but they use Vertical Integration strategy both forward and backward as well. Apple Inc.'s success is linked to the ability to use business strengths to overcome weaknesses and threats, and to exploit opportunities in the industry environment. The most notable strengths of Apple Inc are :Strong brand image ,High profit margins and Effective rapid innovation processes. The most notable business weaknesses in the case of Apple are:Limited distribution network ,High selling prices and Dependence of sales on high-end market segments. In Apple's case, the most significant opportunities are:Expansion of the distribution network,Higher sales volumes based on rising demand and Development of new product lines. In Apple's case,the most significant Threats are:Aggressive competition,Imitation and Rising labor cost in various countries.

Control Process:

Apple Inc.'s prime objective of control process is to ensure that an organization's activities are advancing as planned. The best source of information for measuring the performance of Apple is measuring app performance. Understanding how users interact with your app, better app experiences can be created which will grow your business. Getting valuable data that cant be found anywhere within app store connect like else in financial reports ,sales and trends, payments and app analysis.

Conclusion:

From my point of view,Apple is one of the best international companies. Apple has a corporate culture that enables human resources to support various strategic objectives.it has many efficient multi-cultural teams. Apple Inc. has a fine growth strategy and it's success is linked to

the ability to use business strengths to overcome weaknesses and threats, and to exploit opportunities in the industry environment. Its prime objective of control process is to ensure that an organization's activities are advancing as planned. All this shows how successful it is.