**Apple Inc.**

Apple in a multinational company based in the United States. The company has its headquarters in Cupertino, which is one of the cities in California. Apple deals with selling, developing and designing computer software, online services, and consumer services. Over the past few decades, companies that deal in information technologies products have opened branches all over the world. Apple has still maintained its position as one of the best technological companies globally. The success of apple has been associated with its hardworking and committed staff, and Apple is one of the companies with the best strategies and policies. The products that are manufactured by the companystand out and as a result,Apple has won a number of awardsin the industry.

**SWOT analysis.**

***Strengths***

1. *Brand equity*

Apple stands out as one of the best companies in theproduction of quality products. The company has maintained its good image in the market. Usually, clients are sure that product quality is not be compromised (Tar, 2013).

1. *Tag of innovation*

Apple has remained on top of the competition because it has invested enough in ensuring that the products manufactured are technologically competitive. The company has a team of bright young innovators who make sure that apple does not lack a new product for its customers. One of the reasons why apple concentrates so much on employing young youths is because it believes in tapping into their fresh, bright minds which promote innovations. There has been a trend in the information technology industry where apple has always been one of the first companies to bring new products to the market.

1. *Consumers loyalty*

Consumers have always been given the first priority at Apple Company. Their grievances are listened to, and apple Inc. uses the advancement oftechnology to keep in touch with its customers. After releasing a new product in the market,apple follows it up in the social media by having conversations with the customers to hear about what they have to say concerning the product.

***Weaknesses***

1. *High prices*

The products of apple have been divided along the class line. Not everyone can afford to buy an Apple product. Most IPhones for instance, are expensive as compared to their competitors’ and the main drawback is that the organization commodities have similar features to those of the competitors (Rothwell, 2009).

1. *Restrictions on the phone*

Apple manufactures quality products. however, there are a number of restrictions that might compromise the competitiveness of the company. Lack of enough memory in apple’s phones forces the customersto buy a product manufactured by another company.

1. *No Steve jobs anymore*

Steve jobs had a lot of followers, and that worked to the advantage of the company. His exit came with a negative impact since most of the customers were buying apple products because of his presence in the company.

***Opportunities***

1. *Market potential of smartphones*

Many people are shifting to Smartphones, and that puts Apple in a better position business wise. There is a possibility that the demand of Smartphones will continue to increase, and apple as a Smartphone manufacturer is likely to experience increased sales.

1. *Accessories*

Therate at which people are use ofphones, tablets, and computers is rising;the demand of accessories will always remain high. As a result of that apple is assured of increased sales in most of its accessories (Tar, 2013).

1. *More dependency on digitalization*

People rely so much on digitalized gadgets in the modern day. Theintroduction of elearning and eBooks puts Apple in a better position to expand its markets to as to meet the rising demand of digitalized gadgets.

***Threats***

1. *Androids*

Google has taken the world by storm by introducing theAndroid operating system. Android operating system is one of the threats facing Apple, and if strategies will not be put in place, then apple is likely to suffer.

1. *Samsung*

One of Apple’s competitors has taken the competition to Apple’s doorsteps. Samsung has been introducing new products in the market almost each and every month. Samsung has shown a potential to hijack a number of apple customers by bringing better and advanced products to the market.

1. *Innovation*

In the pastyears apple was one of the most innovative companies globally. Over the past few years, apple has done very little in making sure that it is still as innovative as it was. Despite the competitors flocking new products in the market,Apple has done nothing, and the customers have not seen a new product from the company lately (McLean, 2005).

**Immediate resources that are necessary to facilitate the development mode of Apple**

Apple has a lot of resources at its disposal. The company has the best manpower that any other company would require to be successful. Manpower plays a crucial role in making sure that a company excels. Most of the employees are loyal and faithful to the company due to how they are treated. In terms of finances, Apple has alot ofmoney in its accounts. The company has shown its financial might in many instances. For example, the company pays its employees well and allocates a lot of money for innovations. The technology that the company uses is of highquality, and that is evident in the products that Apple manufactures.

References

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