Learning Team Activity

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**At this writing the company Apple presented to describe and evaluate the innovation strategy. Take into consideration the publicly available information, including Securities and Exchange Commission filings. And there was talk of introducing new products.**

**The innovation strategy is very important for every company because it offers you the opportunity to continue to offer services or products. To be effective innovation strategy must be inspiring and should offer future company. It should also be ambitious in terms of competition and positioning. It must have sufficient time and should be realistic and acceptable.**

**Apple has become one of the most innovative and successful companies in recent decades, Apple has positioned its products and in 2013 became, according to Fortune Magazine as the number one most powerful company with a brand value of $ 87.1 billion and ranking perception 11. Apple since it is beginning has been characterized as an innovative company and dictates trends. (Corporate, 2013).**

**It is important that all companies recognize the importance of innovation strategy. It is recognized that this strategy produced some fears of failure and many do not support this management strategy. That's why companies must take a position and be aligned in communication with all employees so that they can carry out the strategy. An enterprise should use the capacity of all its employees and rationale for innovation processes. This will help to minimize errors in the process and make more successful innovation. (Pearce & Robinson, 2013)**

**Apple in 1976 created his first computer by creating a precedent in the field of computer. During the first years they faced different problems with your computer. In 1979 he creates a second computer and not achieving expected by equipment problems. Problems little memory capacity and found that warming. This did not stop Apple continue its constant innovation and lead to what is today. (*Computacion Aplicada*, 2016).**

**During the life of the company in 1985 changes they emerged in senior management and differences founder Steve Jobs retired from the company. After that the company begins to have lost since the innovation process left behind. It is not until 1996 that Steve Jobs returned to the company with innovative new strategy to create new precedents. The company recognized the importance of innovation in their products in order to grow and maintain its position in the technology industry. (*Computacion Aplicada*, 2016)**

**With the return of Jobs the company manages to design great products, as was his ordained iMac, making revolutionize the field of computers for its unique and compact style. Another innovative product that Apple introduced with great success is the iPod where people could listen to their music of choice on a laptop without electricity. Continuing its innovation revolutionizes the field of creating a new cell phone device with all the features of the iPod.**

**After great successes and achieve good continuous positioning with its history of success and innovation strategies constantly creating new products. These products are in different tablet sizes and with unique specifications in your brand. The Tablet offers consumers great benefits such as portability and has most of the functions of a computer. It also creates Apple TV to provide connection between all your computers performance by creating all your equipment and easily between users of the brand. Apple has maintained the strategy of constant innovation despite having great competitors like Samsung.**

**Apple has accomplished and demonstrated that it is a business of constant innovation where customers eagerly await their products and increasingly expect their technological achievements. Although its founder Steve Jobs dies and one of the brightest minds that has taken the world of technology in 2011. Apple has been able to capitalize on and maintain its innovative and unique strategy. (*Computacion Aplicada*, 2016).**

**Although there are many competitors like Samsung is another leading company, Apple has managed to be successful in the technological field. Its success is based on its good innovation strategy that is important to every company. Innovation for the technology industry is your best tool and is the basis of your business. The company has to maintain a competitive and innovative behavior at all times. It is important that the company integrates all staff and as previously mentioned can carry out all the processes involved in the innovation strategy.**

**Conclusion**

**Every company regardless if you offer a product or service must maintain and use innovation strategy. If the company manages to maximize this feature you can make huge profits and maintain competitiveness. It is important that the company may keep your constant innovation processes. This ensures options in a changing, competitive world where customers are demanding more and better products market. It has been found through companies that have great success that this would mostly due to their innovation strategies. If the company manages to be tempered to market changes and innovates and responds quickly he succeeds and a great future.**

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