Instructions

Please write three pages of solution recommendations and suggested implementation according to the issue I have sent you. Also please put separate bulletin points on a speedster peer that u feel are the most important things to six's course in class. Thank you

As Apple was controlling its market for a very long time (since the 1990's) innovation had become harder to achieve.

Apple is a very tough company to lead, one of its issues was the multiple changes of CEO's, some not successful at all and others very successful

One of the Apple's early problems was that its products were not compatible with most software creating an issue for its users, until their partnership with Microsoft which allowed all platforms to be compatible with the Macintosh software

In 2012 Apple was involved in the Foxconn scandal which was due to the companies outsourcing methods for the Iphone assembling, and there was a drop in sales
Apple was also involved in multiple legal issues with Samsung due to patent infringements on its products

Due to the variety of the product line of Apple (cell phones, tablets, computers, software, etc) they have more competition and in 2013 they were outperformed by Samsung in smartphone sales and Google Android's had captured the majority of the market share of cellphone operating systems

Problem Identification:

Apple is one of the world's largest entities as well as most profitable and successful businesses we have ever witnessed. Despite losing their known leader Steve Jobs in 2011 they have still risen and kept growing and capitalizing in their market, but just as anything in life it cannot all be so simple and perfect, along with success there are other things that came its way. Not even a company like Apple is perfect and because the company is so known it is easily exposed especially when it comes to more negative things due to its easy access to the spotlight.

I will start with the fact that Apple has impacted the market of consumer electronics, consequently, few of its competition was able to innovate and keep up, I am referring to companies such as Samsung, Google, Microsoft and Amazon products. The first disadvantage that Apple faced in early stages was that the software used on the Mac computers was not as used by the consumers as the Microsoft one leading up to the connection and cooperation of a Apple and Microsoft deal in order for the software to be compatible with all other platforms. Another issue they faced was with Samsung, not only Samsung is their direct rival and they sold more cellphones in 2013, they also had some discrepancies over legal issues concerning infringement of patents that allegedly Samsung had. Apple and Samsung had a few of those, but they resulted in a split result as the U.S. Intellectual courts favored Apple but the Japanese courts went in favor of Samsung.

Other scandal was the Foxconn incident which was very related to Apple corporation, where through a partnership with the Asian company, there was evidence found that the workers were being mistreated and various laws and regulations were being violated causing employees to commit suicide on a daily basis. This event caused some damage to the name of Apple as a corporation and lead to the CEO of the time, Tim Cook, to come to the conclusion that they would perhaps have to stop outsourcing and keeping the assembling of the Apple products local and made in the United States. This topic also brings me to the other problem I identified with the Apple company, the various changes in the CEO's. This could be a very obvious sign that the company was not on the same page and it also affects the people who follow the company as well as the workers who are a part of it. A repeated change in CEO's in a short period of time does not translate security to the company's mission statement.

As I mentioned before, when you become as big powerful and successful as Apple, and you have such influence over the market it is easy to become more or less out of ideas. Innovation becomes harder to achieve the more you achieve, Apple is based on innovation and one issue they also have dealt with was with the fact that its customers and consumer as well as some of the important workers found that maintaining a competitive edge required more than just innovation.
Apple also has a problem of prices, the Apple products are substantially more expensive than its competitions products, that is not the sole problem, in other areas more specifically in the market of Asia which is one of the bigger ones, the young generation was adopting the Android smartphones over the iPhone, not only because they are more accessible price wise but also because they also

have cool features. This was around 2012 also when CEO Tim Cook visited China in the Fall, in order to wow China Mobile's chief executive into subsidizing the iPhone and hopefully try to convert the Asian market and did not do it quite as well as he hoped to do.