

TASK PERFORMANCE

Apple, Inc.

According to an article published in CNN Business website, Apple, Inc. engages in the design, manufacture, and marketing of mobile communication, media devices, personal computers, and portable digital music players. It operates through the following geographical segments: Americas, Europe, Greater China, Japan, and Rest of Asia Pacific. The Americas segment includes North and South America. The Europe segment consists of European countries, as well as India, the Middle East, and Africa. The Greater China segment comprises of China, Hong Kong, and Taiwan. The Rest of Asia Pacific segment includes Australia and Asian countries. The company was founded by Steven Paul Jobs, Ronald Gerald Wayne, and Stephen G. Wozniak on April 1, 1976, and is headquartered in Cupertino, CA.

Follow the suggested outline below in completing the written output:

- I. Company Background
 - a. *Current Performance*. It must include the present condition of the company in terms of its operation and financial standing within the given industry.
 - b. *Strategic Posture*. It must include current mission, vision, objectives, and policies of the organization.
- II. External Environment
 - a. *Porter's five forces*. It must discuss the competitive strength and position of the business organization. (Refer to **Pages 3-4 of 05 Handout 1**)
- III. Internal Environment
 - a. It must discuss the firm's resources, capabilities, and competencies on key business functions like marketing, finance, and operations.
- IV. Corporate Level Strategies
 - a. It must discuss directional strategies such as growth, stability, and retrenchment employed by the firm. (Refer to **Pages 2-4 of 07 Handout 1**)
- V. Analysis of Strategic Factors
 - a. *SWOT Analysis*. It must present an evaluation of the company's competitive position. (Refer to **Page 2 of 05 Handout 1**)
- VI. Strategic Alternatives and Recommended Strategy
 - a. It must present three (3) proposed directional strategies for the firm undergrowth, stability, and retrenchment collectively. Each strategic alternative must be presented with its corresponding advantages and disadvantages. (Refer to **Pages 2-4 of 07 Handout 1**)
 - b. It must also include a detailed discussion of the best strategic option for the firm, among the presented alternatives.
- VII. Management Lessons Learned
 - a. It must discuss the takeaways from the research.
- VIII. Bibliography
 - a. This section must present all the references used in accomplishing the strategic management paper. The entire paper must follow the official writing style of the American Psychological Association (APA).
 - b. Refer to this link for APA style guidelines:
https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_style_introduction.html

Rubric for written report:

CRITERIA	PERFORMANCE INDICATORS	POINTS
Company Background	Wrote a concise and complete company background based on the provided guidelines	10
Organization of Ideas	Adhered to the correct outline and content was organized in a clear and logical manner	10
Analysis	All necessary research and analysis were provided in support of the statement of the problem	20
Recommendation	Proposed a well-thought and well-researched solution to the case	20
TOTAL		60

Rubric for oral report:

CRITERIA	PERFORMANCE INDICATORS	POINTS
Delivery	Holds attention of the entire audience with the use of direct eye contact; seldom looks at notes; and speaks with fluctuation in volume and modulation to maintain audience interest	10
Organization of Ideas	Provides clear purpose and subject, pertinent examples, facts, and/or statistics; and supports conclusions/ideas with evidence	20
Audience Responsiveness	Significantly increases audience understanding and knowledge of the topic; and convinces the audience to recognize the validity and importance of the subject	10
TOTAL		40

References:

- Bamford, C., Hoffman, A., Hunger, D., & Wheelen, T. (2018). *Strategic management and business policy: Globalization, innovation and sustainability* (15th ed.). United Kingdom: Pearson Education Limited.
- CNN Business. (n.d.). *Apple Inc.* Retrieved on May 30, 2019, from <https://money.cnn.com/quote/profile/profile.html?symb=AAPL>
- Rothaermel, F. (2017). *Strategic management* (3rd ed.). New York: McGraw-Hill Education.