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Executive Summary

The most successful company of a decade is Apple. Apple is one of the prestigious running companies currently. Apple focuses on innovation and its product possesses USP which create a greater customer value overall and has maintained its superiority over other for years. Apple is a company that is a trendsetter, and the company has been doing it for half a decade. The most important thing that plays a role in giving Apple an edge over its rivals is the balance between its external and internal structure. Apple's functional organization is unusual, if not unique, among exceptionally large companies. It contradicts conventional management wisdom, which holds that when companies get big, they should divide into divisions and business units. Due to this Apple has always enjoyed high profits which strengthen its financial position too. (hbr.org 2020)

Project Overview

Our project is based on organizational framework that all conventional organizational framework and specific elements that are incorporated in those organizations. The company that we have chosen is Apple. The project starts with a brief overview of Apple followed by how its structure is operated with relevant examples. The project focuses on some key findings that are derived from distinct case studies with in-depth analysis. The report eventually ends with recommendations and references.

Introduction

Apple is well known for its hardware products, including the iPhone, iPad, laptop, and etc. Apple is an American multinational corporation that develops and produces consumer electronics and software products. Apple is a significant supplier to the professional audio and film industries as well. The Mac OS operating system and iLife, a collection of amateur creative software products, are two of Apple's best-known software offerings. In 1977, Apple introduced a computer which became the first computer to include color graphics. Steve Jobs became created a sleek plastic design which has an inspiration from calculation cases he saw at Hewlett Packard this was a huge success and people start to take this company to take into consideration. The Macintosh, introduced in 1984, was the first personal computer to use a mouse and a graphical user interface. After the "Macintosh" sales were dismal, Jobs left the company in 1985, but it eventually found its niche in the desktop publishing industry. Apple recalled Jobs in 1997. He returned the company to profitability by introducing more innovative products, like the iMac. Apple released the iPod portable MP3 music player and iTunes, a programmer for playing MP3-formatted music, in 2001. The company began offering popular record industry songs as MP3 downloads online in 2003. Apple introduced the iPhone, a touch-screen smartphone, and the iPad, which created a new market for tablets. Apple headquarter is based in California but it is spread in 14 countries and operates all over the world through different franchises onwards company has clear vision and mission and goals and its main goal is to bring the best user experience to customers through different innovation. Apple has continuously extended its depth to extract all its value. In today's world there is a thirst for new products and keeping a high-end product on the shelves can be challenging but Apple has managed to do so as it has strong external and internal bases conducted continuously to meet the ever-changing demand of young people (Britannia.com)

1.1. Explanation of the Selected Organizational Structure

The way that work moves through an organization is determined by its organizational structure. It enables teams to manage tasks within the confines of their respective responsibilities. It ensures that a company realizes its full potential. The structure that the Apple Corporation has a functional structure, and it will be described in more detail below. A functional organizational structure, which divides a company into various departments according to areas of competence and groups employees according to specialization, skill, or related functions, is a common type of business structure. It is organized into levels of hierarchy, with different departments working under the direction of chosen leaders. Businesses frequently use functional structures because they make it possible for groups of people with complementary skills to collaborate on projects with a common goal.

The functional organizational structure frequently functions well for larger businesses with many employees in comparable positions. When employees are organized into departments according to their skills and related roles within the company, business owners have more time to focus on their long-term objectives. In this way, department heads can manage the objectives of their teams while also finding time for themselves. smaller companies. Functional structure is very analytical and does not have any difficult-to-understand components.

Apple has a vertical hierarchy in which roles are clearly defined with specific responsibilities for each person reducing the level of employee autonomy. There are various departments in functional structure in which employees are specialized in specific task departments has their own independent vertical management structure. In each department employees report to a manager who oversees their department. Employees within each department only communicate with each other rather than communicating with person in other departments. The department manager plays an important role as they interact with other managers of department and then they further interact on upper level. As a result of using this structure

there is increased productivity and there is a development in skills of they have more clarity of their work plus the hierarchical nature clarifies the specific roles and responsibilities in each department. (indeed.com)

1.2. Overview of The Selected Organization Used as an Example

The most prestigious company Apple in the world possesses functional structure. The founder of Apple company Steve Jobs developed this structure to ensure focused realization of his innovative ideas and the business should have unobstructed vision. This structure was instilled in the organization after the president, Steve Jobs, resigned in 2011. After that Mr. Cook became new president, he embraced the decentralization of decision making to a certain extent so that innovation and creativity can be taken to another level. The most upper level of structure consists of chairperson after that it is followed by chief executive officer and that post is followed by chief operating officer then series of chain follows this post.

1. The first functional pillar is that of marketing which has two posts president and vice president
2. The second department is that of engineering which has three vice president and two presidents
3. The third functional block is that of admin and finance which has four positions.
4. The fourth pillar is of operation which only has one sap.

There is another functional block of us who is a managing director. This structure provides company more collaboration among its departments this organizational structure in other words is less rigid and more flexible. In this structure we will find more product-based division in the upper and lower tiers of corporate structure of Apple Inc. This corporate structure is effective in managing products that company deal with specifically targeting to its customer. The benefit of using this structure is that it gives power to top management to make current decisions. Secondly this structure ensures a quick decision-making it also makes easy to control product-based groups through the decision of CEO and leaders The organizational structure of Apple Inc. promotes a quick and efficient strategic management process and its implementation, which results in the establishment of a consistent way of thinking across the entire

organization. Talented individuals from all over the world have access to jobs thanks to the company's support of a multinational workforce. The scope and opportunities for employees automatically expand because of the organization's involvement in numerous industries and goods. It helps to improve an employee's working style to interact with people of various types and mindsets. To encourage staff retention and job satisfaction, the business provides a number of incentives to its workers. Apple Inc. has an advanced employee benefit programmer that includes insurance coverage plans, an employee stock purchase programmer, employee product discounts, flexible spending accounts, investment plans, and more. (Marketin91)

1.3. Detail with Regards to Organizational Structure, Culture and Leadership of the Selected Organization

By organizing employees according to their skills and expertise, the functional organizational structure aids businesses in operating profitably. It establishes a clear hierarchy and reduces uncertainty among workers about who they should report to. This structure is also indeed very successful as Apple has divided hierarchy into different functions so that they can all work toward their individual specific goal as far as of now this structure has help Apple to achieve maximum margin of profit and sales.

The culture that Apple company possesses is an creative innovation culture basically it focuses on high level of innovation that involve worker creativity and it challenges worker convention and standard. The Apple company culture possesses of top-notch excellence means it hires the employees cream of the market and if you will not met your standards you will be fired straight away and this top notch level of excellence has been still maintained. Apple culture encourages creativity it favors creativity among employees and tested their abilities This aspect of corporate culture enables the business to guarantee adequate creativity, particularly among staff members engaged in the design and development of consumer electronics products. Design and features of products like iPhones, Macs, and iPads, as well as other items in Apple's marketing mix or 4Ps, demonstrate this creativity. And many more important key culture allows employees to frequently challenge themselves so they can reach to their maximum potential which will benefit the company in most of the ways (panmore.com)

During the time of Steve jobs era Apple had an autocratic leadership style it was noted that when he was in rule every single piece of information was passed through him and then it was finally fulfill but there was an dramatic change under Tim Cook era, He brought democratic leadership style in an Apple as Tim Cook preferred teamwork and had high expectations from it. He was known for his calm demeanor. Cook encourages cooperation among Apple talent and encourages consensus building among high level employees and emphasizes on them to take mutual decision. Since Cook became CEO in 2011, the CEO's

involvement in the firsthand creation of Apple products has lessened. As a result of Cook's decision to be less involved in the specifics of product engineering, the IWatch being the illustration for this change in structure. He instead gave his executive cabinet members those responsibilities. His unusually tactful management style has improved respect among the workforce and in the business community. Cook's style has also led to slower decision-making and a definite loss of innovative drive when compared to Jobs' stern and frequently autocratic demeanor. (Investopedia.com)

1.4. Impact of Culture and Leadership

The Apple culture supports the leadership style which is an autocratic these cultural characteristics. Because of these cultural traits, Apple's human resources and its ability to stand out from the competition. Success and competitive advantages are made possible by this corporate culture, which also helps to further strengthen the company's brand. The leadership style also hold an immense importance in well. The leadership style is wholly democratic and it helps in maintaining high levels of profit margin and both helped in maintaining a healthy environment. The leadership style is also of utmost importance in the overall success of an organization, and both plays a role in the company's success.

1.5. Findings and Analysis

Apple is one of the leading tech companies in whole world and has maintained a whole dominance over competitors in the market and it still involved in making those innovative products that are still unexplored. After carefully considering my findings, I have concluded that Apple has a bright future, not just because of its cutting-edge products but also because of the positive corporate culture it upholds. In addition, thanks to new technological advancements, consumers will always favor Apple products over those of its rivals.

1.6. Recommendations

After concluding my whole report, I would like to give certain suggestion that I have find first suggestion is that Apple should manage its pricing they are charging higher prices than usual and providing product that are not so innovative and it is highly possible that people with switch onto its competitor products. Second suggestion is that Apple should increase its range of consumer products by adding variety features and last I suggest to Apple developers to upgrade their flagship features iPhone for example battery timing if not in time than these can cause a serious threat to Apple success.

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