

Apple Strategic Plan Outline

At our company Apple we always strive to be at the top of the world at innovation and setting the standards in the realm of technology. Our strategic plan will focus on greater availability of these products without sacrificing our excellent quality. Our goal will be to achieve this continuously innovating and expanding our horizon into other areas that the world needs. Recently the Federal Bureau of Investigations mandated that we should sacrifice our incredibly safe IOS system that fuels our products, which would lead to potential cyber-threats that will become a worldwide issue. This has allowed mass publicity and a greater demand for several ways Apple can grow and once again change the way we view things.

Apple's strengths include our brand name, quality, and reliability of our products, while maintaining leadership and innovation in our industry. Another strength is the fact that we are a financially sound company and have been for a long time that satisfies our investors. Some weaknesses may include the fact that our products are expensive and that affects our sales since we cannot cater to all consumers. Our opportunities include the fact that Apple has a future in a technology-fueled world and is a well-known leader that leads us to vast market-share growth. Our biggest threats are by far the competition abroad, they are able to produce items cheaper and this makes it more difficult to penetrate the global market in its entirety, Samsung being our greatest competition.

Our mission is to generate the best cyber security and innovate new ways and engineer software for a wider variety of issues to include but not limited to:

- Creating manufacturing plants for Apple in the United States
- Developing software for niche businesses in the manufacturing process
- Exclusively developing software for financial companies
- Providing new innovative technology for educational institutions



The way we will achieve this will be dedicating a process and staying extremely committed and confident in our skills and be two-steps ahead of our competitors. Apple has had a reputation of providing America with jobs, however to keep costs low we outsource some of our products to be assembled in China. Apple plan's on bypassing this and to start looking at where the majority of our careers are located. We need to be invested in making sure we work with other companies to develop a manufacturing operation that will do our assembly for us, preferably in the United States. The infrastructure and labor force in the United States was not available at the time to maintain the size of Apple's operations, for instance it takes 230,000 employees just to assemble iPhone's alone. Our mission will be to ensure that we can accommodate part of that inventory in the United States within the next five-years. We will start by hiring manufacturing engineer's to assist developing Apple's ingenuity in the manufacturing field. The mission will allow us a guarantee that certain highly technical jobs to be employed in the US. This is nothing new; back in 2013 Apple began manufacturing the MacBook Pro entirely in the United States, most prominently Texas. The MacBook Pro accounts for a mere one-percent of our sales and our Texas plant has presented promising results. We will take that concept and slowly integrate it with the seventy-percent of sales that come directly from our iPhone and iPad platforms. Apple's software has built a self-sustaining company and we are planning on expanding that, meanwhile contributing to local, state, and federal economies around the United States. We will measure progress by opening three facilities to accommodate roughly 10-percent of iPhone and iPad production in the United States within the next five-years. Output, quality control, expenses, tax incentives, and the element of economic growth will be measured regularly to ensure success. As we shift our views toward establishment and providing the country with solid economic opportunity, we anticipate that cities around the U.S. will welcome Apple with open arms. Our plan intends to gain the best placement of these facilities by doing extensive marketing research and perhaps rebuilding cities where there is a demand for jobs.



Our strategy will sustain efficiency via development of our unique assembly technology providing highly specialized jobs and career advancements through Apple. Our new development program will cut assembly time considerably and dramatically reduce human error associated with assembly. The negative views against Apple for manufacturing in China have portrayed a negative image of our company and although many other companies outsource to China, once again Apple will lead by example and do something that people thought was impossible at one time. Our goal is to render the United States and future generations with a better world and the best way to do it is to stimulate our own economy here in the United States. The image that we see in the "big picture" is a major investment that goes beyond our company and in a time when the U.S. is in major deficit, it only seems logical to keep money here in our own country. By doing so we are expanding on a quote from our founder the late Steve Jobs who said, *"Being the richest man in the cemetery doesn't matter to me. Going to bed at night saying we've done something wonderful, that's what matters to me."*

By expanding into the software market we intend on penetrating a niche market ensuring there is a demand and a need for us to do so. As we already have existing software in place for all of our products on the consumer market, we are looking forward to and creating exclusive easy-to-use software for banking industries all over the world. By maintaining Apple's quality, reliability, and simplicity we look forward to working directly alongside Oracle to work on exclusive banking software only available on our Mac computers. Oracle has a great reputation creating software and with the known strength in security encryption that Apple produces, it will be a leading force and powerhouse, essential for even larger growth of our company. With countries in Europe leading the way to a virtually cashless societies such as Denmark there is one major concern, security. Apple has such great security that even the FBI cannot hack into our devices and we take incredible pride and responsibility in providing the best privacy for our consumers. Growing technologies allows for cyber-attacks to be much more prominent and a new genre has formed called cyber-terrorism. Here at Apple we



strive to serve the world by giving the best possible security to ensure hackers are no longer the threat that they are today. By studying the number of cyber-attacks in Denmark and how they increased when they began implementing a cashless society, we clearly see the demand and necessity for stronger security. We will utilize this information gathered from Denmark, and it has already have a head start in developing new software and testing it in the real world as we work towards expansion in this area.

Perhaps the most important way we can evolve the world will be expanding education technology. With millennials taking over at an immense rate one thing we have determined is that the way we learn, teach, and what we need to know has differed at a growing rate. Technology is taking over and that is why we would like to grow our business towards providing more effective educational methods. Therefore, we plan on creating a department specifically for designing new and innovated ways to make teaching easier and learning. Technologies intertwining with education started with computers, smart boards, online classes, and e-books and Apple wants to capture all of these elements in to one easy to use universal program. By using our iPad and creating intranet software in the classroom we plan on eliminating waste on paperback books, paper money, and notebooks. Some may say this is a distraction but with a teacher at the controls of what can be accessed, this is easily bypassed. Think about the possibility of your 12 year old son or daughter going to school with an all in one device that can hold hundreds of books, pay for lunch, and track or schedule their bus ride home. This will essentially allow for roll call and attendance automatically updated and allow for worrying mothers to know exactly where their seven-year old is while they are at work and their child is waiting for the bus. This is the world we are living in right now and Apple is going to make these possiblites a reality by implementing this strategic plan. Utilizing our Apple Pay we can safely send kids with lunch money and by creating an intranet we will make it easier to keep track of homework and eliminate any the necessities of keeping track of multiple books and notebooks. Let us not ignore the major environmental impact we will have by not cutting trees for paper or filling up



Ndong Bindang, Lucrecia Miyono
Merrills-Gonzalez, Leticia
Gutierrez, Leonardo
Aragon, Jared

landfills with books anymore. Apple will provide a sustainable environmentally-friendly effective solution, meanwhile allowing learning to be a much easier and user-friendly than it has ever been before. This is all a reality and with cloud technologies advancing these impossible tasks are evolving, most creatively here at Apple.

Focusing on these main goals we can contribute a better future not only for Apple, but the United States and the world. We will be able to equip banks with more sustainable safer banking system, establish solid careers and income for the United States, and perhaps most importantly create a new innovated way of learning to our schools which will not only benefit our children but dramatically reduce the paper waste making the world more environmentally sound. We will be able to give back and construct jobs for hard-working Americans that our country so desperately needs. Apple will be looking into raising the bar once again by shaping our footprint in the right direction and presenting creative ways to make our lives in this world easier, safer, and overall a more practical place than it has ever been. Using this outline as a blueprint we can strategically excel with the best possible outcome for our investors and future employees. Apple continues to strive to do our best to fulfill our responsibility ethically and reliably as one of the relevant technology companies that has ever existed.

