

A Research on Apple, Inc.

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APPLE, Inc.

An expert retailer that specializes in designing, developing and manufacturing of technological gadgets, Apple is one of the leaders in the arena of innovation and renowned valuable brand in the world. A look in their website will immediately introduce a customer to its popular products including different models of iPhone, iPad and MacBook . It makes information handy and accessible through its huge product images that serve as the 'headline' of their company website. Selecting a specific product image that depicts that exact physical model will allow a customer to dig deeper into the product information (Lee, 2006). This approach of informing the world what Apple can offer is intuitive enough making you want to go back to this site and not feeling lost in translation. The mixture of large and small fonts, combined with colorful images, balances the available information shown in the site, providing a pleasant user experience to its clients. Inclusion of artworks from human, to animals and abstract images depict a free-mind and unlimited innovations promoted within the company. This strategy explains that Apple is not only after selling and making profit for its company but is also deeply concern about the experience and feelings of their customers when they visit their site (Nature, IPE, Green Beagle, 2011). It is an obvious of value from a profitable company that has been reigning for the longest time, and still manages to maintain that competitive advantage within its niche.

Through the years, Apple remains strong despite of several criticisms that it receives even during the time of the late Steve Jobs. It is one exceptional business strategy that the company holds on to even during the introduction of the first generation of iPad. Detractors spoiled its introduction by saying that it will fail and insults even came in. Despite of this, Apple and Jobs continued and battled opposition with great ideas (Williams, 2014). To this date, it is pretty

obvious that such wisdom and company values and strategy paid its due and become very effective. Another apparent business strategy that makes Apple outstanding is its incessant research and development and innovation. True, it has started with the development, design and manufacturing of mobile phones, making it functional and dressed with few features that makes it attractive. Over the years, Apple did not simply stop with this ordinary requirements of its customers, but instead, understand and dig deeper into what can make its client happier and experience delight while using its product. Continuous innovation evidently proves effective and profitable to this company, and this should become basic rule for marketing and reinventing a firm's product (Blumberg & Renery, 2006). Furthermore, Apple reaches out to its market by developing a product that actually speaks the language of its clientele. Descriptions and features of Apple products do not use technical terms that it makes one want to use it more because it is easy to use. Plugging-in technical terminology will not become attractive to its customers as they are paying for usability and functionality (Shaughnessy, 2013).

With the success that Apple has been gaining, it appears that it needs no more improvement in order to better serve its client and its market. For people, and even companies, who are receiving great success comes with great responsibility. Apple, through its website, has been very effective in disseminating and marketing its product to its intended client. As part of its continuous innovation, it may think of using its technology to reach out to the society, innovate and serve the challenged people, especially those countries suffering from poverty, Ebola and natural calamities, to assist and help them. Expanding its mission and business strategy to extend its hand and success to those people who needs help will be a great value to its industry.

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