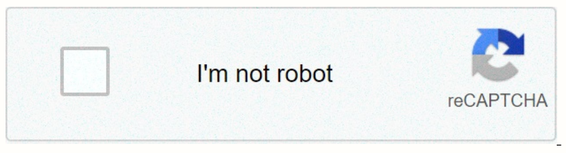
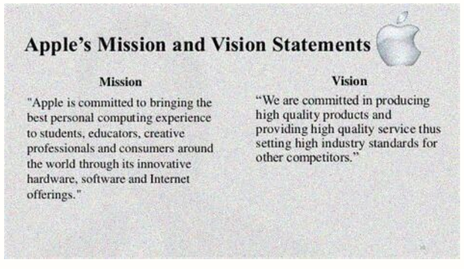


I am not robot!

Vision and mission statement of apple pdf

This is Apple Inc. mission statement overview in 2013. For more information on how to write a mission statement, please refer to our article.NameApple Inc.LogoIndustries servedComputer hardware, Computer software, Consumer electronics, Digital distributionGeographic areas servedWorldwideHeadquartersU.S.Current CEOTim CookRevenue$ 156.508 billion (2012)Profit$ 41.733 billion (2012)Employees72,800Main CompetitorsSamsung Electronics Co., Ltd., Amazon.com, Inc., International Business Machines Corporation, Cisco Systems, Inc., Google Inc., Microsoft Corporation, Dell Inc., LG Electronics, Lenovo Group Limited, Hewlett-Packard Company, Sony Corporation and many others.Apple Inc. is an American multinational corporation, which designs, manufactures and sells personal computers, consumer electronics and software, and provides related services. The company has experienced a tremendous growth from 2001 when it has introduced its iPod mp3 player. Apple Inc. is considered to be the most successful electronics company in the world.“Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App Store, and is defining the future of mobile media and computing devices with iPad.”EvaluationDoes it include…?CustomersProducts/ ServicesMarketsNoYesYesTechnologyConcern for survivalPhilosophyYesNoNoSelf-conceptConcern for public imageEmployeesNoNoNoDoes it mention values like…?Customer or product-oriented?CitizenshipTeamworkProduct-orientedNoNoScoreExcellenceIntegrityNoNo0.9/4.5(This evaluation framework is composed of the guidelines listed in our article: Mission Statement for Success)Apple’s mission is one of the poorest statements that can be found in our list of missions. According to Blodget from Business Insider, it’s merely a list of products rather than a true mission statement. That is true. Apple only lists its key products without mentioning its customers, concern for survival, philosophy, self-concept and concern for public image or employees. The company doesn’t explain what values guide its decision making. The statement is product-oriented, which means that it offers little flexibility to Apple to expand into other product markets. Otherwise, the company’s mission would become obsolete. fapotojuhola In other words, Apple does little to communicate its purpose for being to its stakeholders. Nonetheless, Apple has a vision statement that sounds like a mission and could be used as one:“Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings.”This statement unlike previous one mentions key customer segments, products, markets and self-concept of Apple and is customer-oriented. It also reveals Apple’s core purpose.



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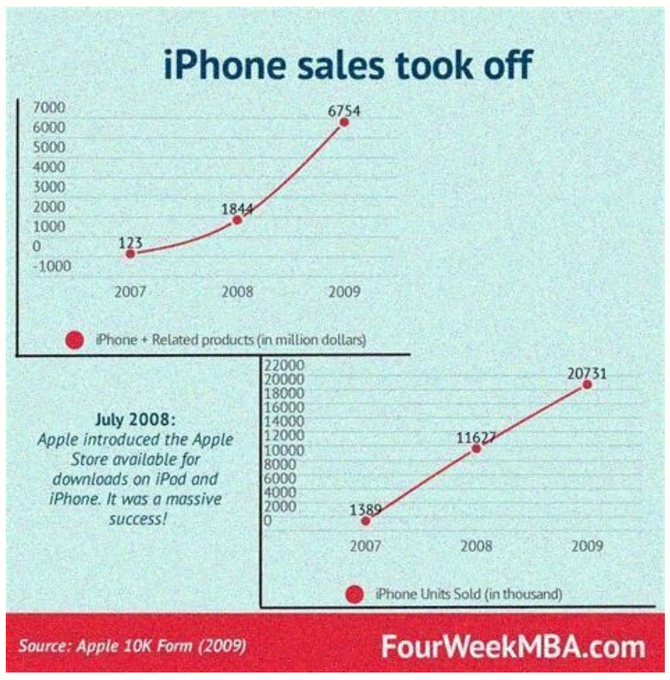

is an American multinational corporation, which designs, manufactures and sells personal computers, consumer electronics and software, and provides related services. The company has experienced a tremendous growth from 2001 when it has introduced its iPod mp3 player. Apple Inc. vacodute is considered to be the most successful electronics company in the world.“Apple designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App Store, and is defining the future of mobile media and computing devices with iPad.”EvaluationDoes it include…?CustomersProducts/ ServicesMarketsNoYesYesTechnologyConcern for survivalPhilosophyYesNoNoSelf-conceptConcern for public imageEmployeesNoNoNoDoes it mention values like…?Customer or product-oriented?CitizenshipTeamworkProduct-orientedNoNoScoreExcellenceIntegrityNoNo0.9/4.5(This evaluation framework is composed of the guidelines listed in our article: Mission Statement for Success)Apple’s mission is one of the poorest statements that can be found in our list of missions. According to Blodget from Business Insider, it’s merely a list of products rather than a true mission statement. That is true. Apple only lists its key products without mentioning its customers, concern for survival, philosophy, self-concept and concern for public image or employees. The company doesn’t explain what values guide its decision making. The statement is product-oriented, which means that it offers little flexibility to Apple to expand into other product markets. Otherwise, the company’s mission would become obsolete. rutavudu
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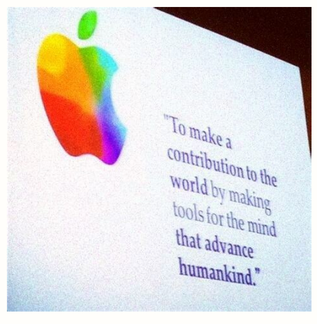
Apple leads the digital music revolution with its iPods and iTunes online store. Apple has reinvented the mobile phone with its revolutionary iPhone and App Store, and is defining the future of mobile media and computing devices with iPad.”EvaluationDoes it include…?CustomersProducts/ ServicesMarketsNoYesYesTechnologyConcern for survivalPhilosophyYesNoNoSelf-conceptConcern for public imageEmployeesNoNoNoDoes it mention values like…?Customer or product-oriented?CitizenshipTeamworkProduct-orientedNoNoScoreExcellenceIntegrityNoNo0.9/4.5(This evaluation framework is composed of the guidelines listed in our article: Mission Statement for Success)Apple’s mission is one of the poorest statements that can be found in our list of missions. According to Blodget from Business Insider, it’s merely a list of products rather than a true mission statement. That is true. Apple only lists its key products without mentioning its customers, concern for survival, philosophy, self-concept and concern for public image or employees. The company doesn’t explain what values guide its decision making. The statement is product-oriented, which means that it offers little flexibility to Apple to expand into other product markets. Otherwise, the company’s mission would become obsolete. In other words, Apple does little to communicate its purpose for being to its stakeholders. Nonetheless, Apple has a vision statement that sounds like a mission and could be used as one:“Apple is committed to bringing the best personal computing experience to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings.”This statement unlike previous one mentions key customer segments, products, markets and self-concept of Apple and is customer-oriented.



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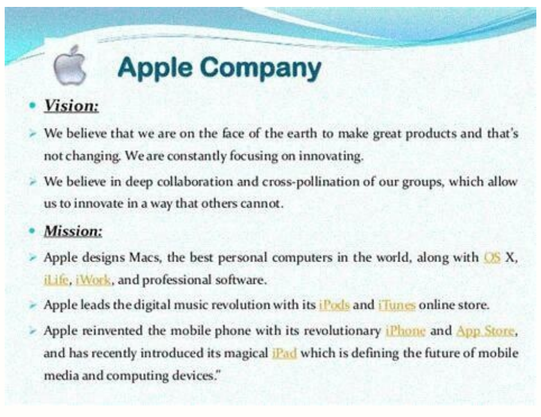

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The company's corporate mission and vision statements motivate employees to support and contribute to innovation for competitive advantages over information technology and consumer electronics firms, like Samsung, Google (Alphabet), Microsoft, and Sony, as well as firms whose video-streaming services compete with Apple TV Plus, such as Netflix, Disney, Amazon, and Facebook (Meta). The strategies of other technology companies, like Intel and IBM, also influence Apple's goals and implementation of its mission and vision. Apple adjusts its implementation of the corporate vision and mission statements over time to reflect changes in the company from the time of Steve Jobs to the current leadership of Tim Cook. The mission statement and vision statement represent the company's efforts in addressing current business opportunities in the computer technology, consumer electronics, cloud computing, digital content distribution services, and semiconductor industries. Apple's mission and vision are linked in how they push for continuous growth despite competitive challenges.

Considering the variety of industries where the technology business operates, its corporate mission and corporate vision embody the diversity of strategic approaches for these industries. The Five Forces analysis of Apple shows strong competition. This competitive aspect of the information technology market is considered in the company's strategic implementation of its mission statement. Also, the company's vision statement directs business efforts addressing competition toward a future of leadership in the global information technology and online services market. Apple's mission statement is "to create technology that empowers people and enriches their lives." The company's business processes are based on this corporate mission statement, which touches on the interface between people and technology. Apple's mission statement has the following components: Creating technology Empowering people Enriching lives Technology is the target business output stated in Apple's mission. The company's purpose in product design and development is to roll out technological goods and services, such as smartphones and online services. As a result, Apple's generic competitive strategy and intensive growth strategies aim for advanced technologies to compete in the market. bacuyikivujuke This strategic aim is evident in the company's efforts to develop and enhance its own systems on a chip, such as the M2 series. To satisfy its corporate mission statement's focus on technology, Apple's strategies account for other technology firms.

Many technology firms are not direct competitors. However, these firms' strategic plans influence industry and market conditions, business performance, and the fulfillment of Apple's mission statement. The corporate mission statement also guides Apple's goals to include empowerment for the users of the company's products. gijosofe The empowerment and enrichment components reflect trends in the market, such as shifts in demand for high-quality digital services. These trends, discussed in the PESTEL/PESTLE analysis of Apple, affect the kinds of technological products included in the company's implementation of the corporate mission. peralakiwiti Apple's vision statement is "to make the best products on earth, and to leave the world better than we found it." This corporate vision statement includes excellence and the net benefits of the technology company's products. Apple's vision statement has the following components: Making the best products The world as the target market Leaving the world better The vision statement's point on "the best products" requires Apple to align its strategic objectives for the business purpose of achieving excellence. To make the best products, the iPhone maker has the organization, resources, and capabilities to do so. For example, this corporate vision statement makes Apple's operations management apply high standards for productivity and efficiency. The different areas or divisions of the organization must continuously improve to protect the business against competitors that are also continuously enhancing their respective organizations and information technologies. High standards for quality also apply to apps for iOS, iPadOS, and MacOS. The term, "earth," in the corporate vision means that the company's strategic purposes and objectives include excellence at the global level of industries, such as consumer electronics.

As a result, Apple's marketing mix (4Ps) and marketing strategy target the international market for consumer electronics and online services, corresponding to the multinational presence of Apple stores. This global scope implies that the company develops its products, such as smartphones and laptops, to cater to the diverse needs of customers worldwide. Apple's vision statement also guides operations to "leave the world better," which implies satisfying the stakeholders of the business.

The company's purpose in stakeholder management focuses on achieving a net benefit for the world through information technology and related services. Thus, the vision statement influences Apple's CSR, ESG, and corporate citizenship efforts toward minimizing environmental impact and contributing solutions to the world's problems. Other business aspects, such as Apple's organizational culture (business culture) and its influence on human resource capabilities, also adhere to the principles and goals included in the corporate vision. Apple's mission statement satisfies some of the conventions in writing ideal corporate mission statements.

The company's corporate mission provides information about products and technology, but some adjustments may improve it. Ideally, mission statements should contain information about corporate identity and employees, among other aspects of the computer technology business. Apple's mission statement focuses on product development and impact on customers. gusisi Adding information on corporate identity, employees, and the strategic aims of the business can make Apple's mission statement easier to apply for day-to-day operations. bukicomi Apple's vision statement shows the future direction of the business. It satisfies some of the conventional characteristics of ideal corporate vision statements. For example, it is clear in terms of what Apple aims for, such as leadership in product design and development, and emphasis on excellence in the business organization. Also, the vision statement is abstract, inspiring, and stable to encompass the future of the technology business.

However, additional details can improve Apple's vision statement. For example, the company can make its vision statement more specific about strategic direction and the target future state of various business areas, like Internet services and artificial intelligence. These details can make it easier for Apple's employees to understand and fulfill the corporate vision statement. The development of Apple's business organization is based on the description, business purpose, goals, and other variables specified or implied in the company's corporate mission and vision statements. The company's business processes, such as privacy and security checks for mobile apps, follow the strategic objectives derived from Apple's mission statement and vision statement. These objectives move the technology business toward long-term success. Deviations from the corporate vision and mission statements can create obstacles to business development or reduce the success of the company's consumer electronics and online services. Business Strengths. romafuhela The strengths and opportunities discussed in the SWOT analysis of Apple are linked to the company's mission and vision. For example, the excellence factor included in the vision statement pushes for high quality, which reinforces business strengths, like innovative capabilities and brand image. yiwagirayotu Also, the mission statement's focus on technology has led to the development of Apple's expertise in technological innovation, which strengthens the business. Organizational Structure. The design principles and characteristics of Apple's company structure (organizational structure) are based on the technology-focused mission statement. For example, the company's organizational divisions operate around the goal of producing technological products, such as iPhones, iPads, and MacBooks. Apple's vision specification of the earth as the target market also influences the company structure. Such a global market scope requires an organizational structure that matches the needs of global business, including the management of regional operations. Thus, the components of Apple's structure are developed based on the requirements of the corporate mission statement and the corporate vision statement. Apple Inc. – Designing for iOS. Apple Inc. – Environmental, Social, Governance. Apple Inc. – Form 10-K. Apple Inc. – Form DEF 14A. Apple introduces M2 Ultra. Apple Store List. Fitzsimmons, A. B., Qin, Y. S., & Heffron, E. R. (2022).

Purpose vs mission vs vision: Persuasive appeals and components in corporate statements. Journal of Communication Management, 26(2), 207-219. Lüthy, A. (2023). From the Mission Statement to Value-Oriented Corporate Management. In Value-Oriented Leadership in Theory and Practice: Concepts-Study Results-Practical Insights (pp. 79-93). Berlin, Heidelberg: Springer Berlin Heidelberg. Rastogi, T., Agarwal, B., & Gopal, G. (2022). Consumers' awareness towards sustainable marketing practices: A study in consumer electronics industry. ECS Transactions, 107(1), 15885. U.S. Department of Commerce – International Trade Administration – Software and Information Technology Industry. See how mission, vision, and core values shaped Apple into one of the leading tech companies in the industry today. Source: unsplash.com In April 1976, Apple was founded by Steve Jobs, Ronald Wayne, and Steve Wozniak. It's an American multinational tech company, which creates, designs, produces, and sells personal computers, consumer software and electronics, and offers other related services. Apple brand is said to be one of the most successful tech brands globally. Besides its ideal marketing strategy, Apple's success can also be credited to its mission, vision statements, and core values. Understanding these three elements in an organization is the first step to knowing how a firm moves towards short and long-term goals. The mission statement typically focuses on the business objectives and how to achieve them. Meanwhile, the vision deals with how a company sees its brand in the long term. For a firm, it is vital to grasp how mission and vision are created to understand how the company thinks about the future. Every organization varies in formulating its mission, vision, and core values. However, it can be beneficial to look at how giant companies like Apple create theirs. It can serve as a guide for startups to formulate these three elements in an organization.

Read along as this article will provide a detailed analysis of the Apple mission, vision, and core values. Source: unsplash.com Mission Statement As you look closely at Apple, mission statement principles will be one of the variables you have to know first.

The brand's mission statement focuses on delivering only the premium quality of products and services to meet the target market's specific needs. It guides Apple to its long-term objectives, which has contributed significantly to its success. Apple has three components that compose its mission statement. They are as follows: Best user experience. Apple is typically a household brand in the technology industry with iPads, iPhones, and Macs, among others as its products. The brand ensures a user-friendly interface for an excellent user experience.

Apple's products are created with user-friendly and innovative features, offering an outstanding experience to its customers. In 2021, Apple unveiled its iOS 14 ad-tracking feature. Such privacy features from this new operating system help protect users' data and enhance their experiences. Innovative products. Apple strategically designs all its products to cater to the distinct needs of its target market. The brand has solidified the standard in product design, functionality, and usability.

Apple's software and hardware solutions are helpful to several market segments, including business, education, and healthcare. The brand has increased its participation in the healthcare segment with innovative technologies such as Apple watches to detect heart irregularities. Apple Health Records provides access to iPhone users to check their medical data through their mobile phones. Quality service delivery. Apple is undoubtedly equipped with its customer service - from its tech support, AppleCare, and App Store. It oversees everything from sales and repairs to design and development. Investigative research in 2020 gave Apple a 51/60 rating for online support and 34/40 for its phone support, getting an overall tech service support of 85/100. The score reflects how hands-on the brand is with its customers. Source: unsplash.com Vision Statement The vision statement of Apple guides the brand's decision-making processes, operations, and strategic management. It ensures that every decision brings the company closer to achieving its goals and mission. An Apple vision statement can be classified into two aspects. They are as follows: Product design leadership. Apple never fails to deliver premium quality products in the market. From iPhones, iPods, iPads, microchips, Macs, and more, the brand continuously seeks to sustain its leadership in product development and design by pushing for excellent innovations. One good example of this is Apple's iPad Pro that comes with an ultra-fast 5G and an M1 chip.

The M1 chip that the brand designs pushes iPad Pro's performance limits, making it the fastest Apple device of its kind. Carbon Neutral. Apple looks to achieve no climate impact on all its operations. In 2020, the company revealed its plan highlighting the commitment to ensuring all of Apple's gadgets to be carbon neutral by 2030. It plans to achieve a 75% reduction in emissions and create innovative solutions for complete carbon removal in 2030. Core Values Apple's core values dictate how the organization and the employees interact and operate in the workplace and the surrounding environment outside. The following points compose Apple's core values: Accessibility. Apple provides organizations and its consumers' easy access to services, including software and hardware, and other technologies needed to attain their goals. Developers typically rely heavily on the Apple App Store ecosystem to create and build applications. Apple reduced the App Store commission to 15% to accommodate the access of its products to small developers and provide financial resources to grow their business. Education support. Apple extends its technologies and expertise to schools that most need them. Since 2014, the brand has been part of an initiative donating more than $100 million worth of learning and teaching solutions to over 100 underserved schools across the United States. A planet-sized goal. Apple considers itself carbon neutral and works on making all the products with no carbon footprint and clean energy by 2030. In 2021, the company announced its carbon initiative called the Restore Fund. It plans to donate $200 million for forestry projects to remove approximately one million metric tons of carbon dioxide from the atmosphere each year. We are all in. Inclusivity and justice in the workplace is Apple's commitment among its employees and other stakeholders. In May 2021, the company fired one of its managers, Antonio Garcia Martinez, who promoted racist and sexist views in his book "Chaos Monkeys." Privacy is also a human right. If you are an Apple user, you acknowledge how this tech company values privacy with all its gadgets. The brand strategically designs its devices to protect consumers' privacy as the people behind Apple are well aware that privacy is a basic human right.

The innovation on its iOS protects customers from being tracked by any digital advertisers. This feature ensures that no third-party websites and applications can use users' information to track them online. Racial justice and equity. Being the global leader in the tech industry, Apple is aware of its responsibility to fight against injustice and systematic racism globally. The brand participates and commits a sum of $00 million to help break racism faced by communities of color. Supplier Responsibility. With premium-quality products come trusted and reliable suppliers. Apple conducts an extensive supplier performance evaluation process based on health and safety, labor and human rights, and environmental practices standards. Source: unsplash.com Apple Mission and Vision Statement Analysis Mind Map Words can be overwhelming for most people; you can classify the Apple mission and vision statements and its core values through a diagram. Refer to the illustration below: View, edit, and download this template in EdrawMind >> Key Takeaways It is evident in Apple's mission, vision, core values statements that it expands its responsibility to social and environmental initiatives. Surely, Apple has never taken its commitment to provide premium quality products and services to its target market for granted. At the same time, it also finds ways to participate and cooperate in several initiatives for environment protection, justice, and inclusivity. The line-up of the brand's principles surely can be overwhelming at first look.

Your brand can take some of Apple's principles and realign them to answer your brand's goals and objectives. In doing this, you can outline your diagram using a mind mapping tool. EdrawMind is software with expertise in mind mapping, allowing users to navigate and create a simplified diagram in a straightforward interface. The software has pre-built templates on Mission and Vision Statement Analysis to guide you as you go along with mind mapping. EdrawMind Apps 12 structures & 33 themes & 700+ cliparts Support Win, Mac, Linux, Android, iOS Advanced import & export options On-premises software for business Enterprise-level data security EdrawMind Online 12 structures & 33 themes & 700+ cliparts Access diagrams anywhere, anytime Templates Gallery Team management & Project management Real-time Collaboration References