**Based Company Decisions-Making in Apple Inc.**

Student’s name

Course

Instructor’s name

Due date

**Impacts of Data Based Company Decisions-Making**

Decision-making refers to the process of choosing between two or more alternatives available. In an organizational setting, decision-making is a crucial component of management. The managers decided the right course of action to drive the goals and objectives of the said organization. All the choices made in a company have consequences that are sometimes desirable and, in unfortunate circumstances, undesirable (Shrestha, 2019). Therefore, the management and other stakeholders must try as much as possible to achieve effectiveness in decision-making. In public-traded firms, the organization management team cannot afford to make mistakes in their choices since the number of shareholders is so large that negative consequences will impact many people. One such organization is Apple Inc., and in the following paragraphs, the paper describes some of the significant decisions Apple has made and their consequences.

Apple Inc. is a multinational organization operating in the mobile and computer industry. The organization come to the limelight in 2007 when they developed the iPhone series, and up to now, they still thrive in that. Apple Inc. is a successful company that has thrived despite competition from other competitors such as Lenovo, Nokia, and Samsung. The success can be attributed mainly to the organization's top management (Shah, 2020). The organization has mastered the art of decision-making in beating the competition around them.

The choices made by Apple Inc. have paid back in terms of sales revenue and business success. Some of the strategic decision-making the organization has adopted are product and service designs and business location strategies. The two examples of Apple Inc.'s top-management strategic decisions are discussed in the paragraphs below.

In the computer and smartphone manufacturing industry, Apple inc. Is it a game-changer in product development and design? The products produced by Apple are different from what their competitors make. Some of the competitors have copied what Apple Inc. is doing to keep up with the competition. Apple is also keen on the technology they involve in their production, which brings the difference they want for their products. For example, in the production of Macs, the organization has developed an integrated approach in building the hard and soft wares used. The hardware output involves a senior VP and a VP for software manufacturing (Cardoso, 2017). The organization had adopted the production of slim phones with more refined touches and better screens.

The organization’s success is also contributed by the location strategy developed by the organization. The organization is a multinational company, and this has given them dominance in the market. Apple's management has also developed a strategy known as selective location. The giant sells its products in areas that their products are high on demand. The retail shops of the organization are primarily found in urban centers with good populations to provide customers for the corporation’s products. The organization also has retail shops in more than 20 selected countries with higher purchasing powers or stronger economies (Payne, 2017). This is so since the products of Apple are relatively expensive and of high quality.

In summary, Apple Inc.'s success is banked on their strategic decision-making. The decisions described above have impacted a lot on the growth of the global firm. The impacts are favorable since they contribute to the sales revenue of the firm. Today, the organization is ranked third in global sales of smartphones and computers worldwide after Nokia and Samsung. Any organization that wants to achieve similar success as Apple Inc. must be ready to invest in strategic decision-making to fuel growth. Decision-making is crucial in organizational management in both private and public-owned corporations.

**Reference**

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