IDENTIFYING OPPORTUNITIES: APPLE INC.

Apple Inc. Corporation has been identified over the years as one of the leading technology-related global companies. It offers several electronics in the market. It engages in differentiation of its products. However, there is stiff competition for similar products from other companies such as Microsoft among others. To challenge this competition, Apple uses unique website-based information technology to remain competitive in the technology market. Information technology is one of the pivotal issues that result to operational efficiencies, extension and satisfaction of clients. This paper assesses the unique web-based activities that Apple Company engages as its strategy towards maintaining its market share in addition to maintaining its competitive advantage over other companies.

One of the key facets that facilitates it attain a competitive edge is setting up a website, 'www.apple.com' that helps it carry out e-commerce. For instance, the consumers are able to make searches for products online before purchasing. Products and services are displayed online; a factor that makes the customers to assess their features on the internet. When clients check the products online, they can get what fits their needs and preferences quickly. From another insightful perspective, clients can be able to conduct business when it is convenient for them. Consumers can be able to do business either during the day or night and check the products or the services that they may want any time within the available 24 hours. E-commerce products make consumers shop whenever they are free.

Through just a click, the website-based platform of displaying products will facilitate the customers to compare the products; the features, quality and prices with those of the competitors and make an informed decision.

Furthermore, having an e-commerce business is likely to make the clients buying competitor's products change their mind since they may feel that the website makes them to be swift to check the products they are offered.

Apple's website is used to give information regarding the company. For instance, there are contacts about Apple Retail Store, Apple online store, Apple Inc., Sales Support and job opportunities in the company. This enables the company to fill any job vacancy that arises. Others include press information, investors, events, hot news and legal matters. Some of the items that are factored in under legal section include hardware warranties and software license agreements. Apple uses the classification for education in its website to invite and encourage students and educators to reinvent and provide them with information on how to access learning resources.

The company also uses the website to notify and educate its stakeholders about certain values such as the conservation of environment, the supplier responsibility, accessibility, privacy, inclusion and diversity. The suppliers are required to treat workers in the right way and maintain good code of conduct. In the website, there is an Apple Store that gives information about the financing, reuse and recycling, Youth programs, refurbished, Apple store application, workshops and learning, Genius bar and how to find a store for shopping.

Apple Company has information technology that enables it to access as well as send information in all parts of the world at high speeds without wasting time. Additionally, clients are able to download important information from their website when they require it. From the kind of internet services that the company is able to provide, there has been a considerable upsurge in the productivity of the company following the satisfaction of the consumers, their credible and transparent electronic payment, which makes the pay more secure.

Apple is one of the few companies that can be able to carry out a number of

online transactions through the internet platform. This makes the mode of doing business for the company to be immediate, high-tech, convenient and profitable as compared to the other types of normal businesses. Besides, The Company has been able to manage information about its customers by enabling them to create accounts that they are easy to use and access at their convenient time.

Apple is supposed to venture more in emerging technologies to further enhance its competitive advantage. These emerging technologies may include; interactive television, wireless devices, voice recognition softwares, e-commerce software, man-machine communication, machines that offer on-demand services like printing. This type of technology is likely to revolutionize the way activities will be handled in the prevailing market and also alter the social and the business world in totality. This may make it create a competitive edge over other competitors in the prevailing market for its products.

Transaction processing systems is also another platform that can improve its competitive advantage. This is the information system found at the shop floor. The company should use this information system in gathering information about the list of the products that the competitors have. At this level, it should be able to come up with detailed report about their competitors and suggestions of the actions that should be taken.

Another area that can assist Apple to enhance its competitive advantage is Management information systems. These are information systems found within the middle level managers. Middle level manager should ensure that the information provided at the shop floor is brought to board for analysis so that the company can compare its processes with those of the competitor. It's at this level the middle managers are able to consider factors such as price control and product differentiation so that it can have a competitive advantage over its rivals.

Apple Inc. is one of the renowned companies through its use of information technology. The paper has ascertained that the Company uses its website to enhance its growth strategies, as well as achieve consumer and stakeholder's satisfaction. However, there are areas that it needs to capitalize on to enhance its competitive advantage such as management information systems, emerging technologies and transactions processing systems.