APPLE INC. MANAGING A GLOBAL SUPPLY CHAIN

INTRODUCTION

Apple Inc. has been acknowledged as one of the most innovative, creatively designed, and effectively marketed organization in the technological market. Still, there is one aspect of Apple's success that can be considered less obvious and yet equally important, namely, its supply chain. This particular case solution focuses on Apple and particularly on how it deals with supply chain management and how it is able to deal with the various changes in the market.

SUPPLY CHAIN STRATEGY

Apple supply chain management strategy incorporate on vertical integration, strategic supplier relationship and credibility and quality integration. The management of Apple thus fosters strong business relationships with such suppliers so that they are in a position to provide components that are of quality in order to help launch new products on time.

GLOBAL SUPPLY

However, managing a global supply chain is not without its challenges to Apple even though it is a successful company. These are geopolitical forces, demand volatility and the issue of sustainability. The case solution also presents an idea on how Apple manages these issues; through supplier diversification, technology application through forecasting, and sustainability activities comprising of minimized carbon footprints and improvement of labor facilities at the supplier's plants.

CONCLUSION

ANALYZING THE APPLE INC. CASE, ONE CAN IDENTIFY THAT THE EFFECTIVE SUPPLY CHAIN MANAGEMENT IS NOT ONLY ABOUT THE ORGANIZATION'S OPERATIONS BUT IT IS ALSO ABOUT THE STRATEGIC DECISIONS, INNOVATIONS, AND RESPONSIBLE SOURCING. APPLYING DEEP KNOWLEDGE ABOUT ITS SUPPLY CHAINS AND REACTING TO THE CHALLENGES OCCURRING IN THE GLOBAL ENVIRONMENT, APPLE HAS PROVED IT IS A LEADER IN THE TECHNOLOGY SECTOR FOR THE SECOND TIME.

RECOMMENDATION

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.