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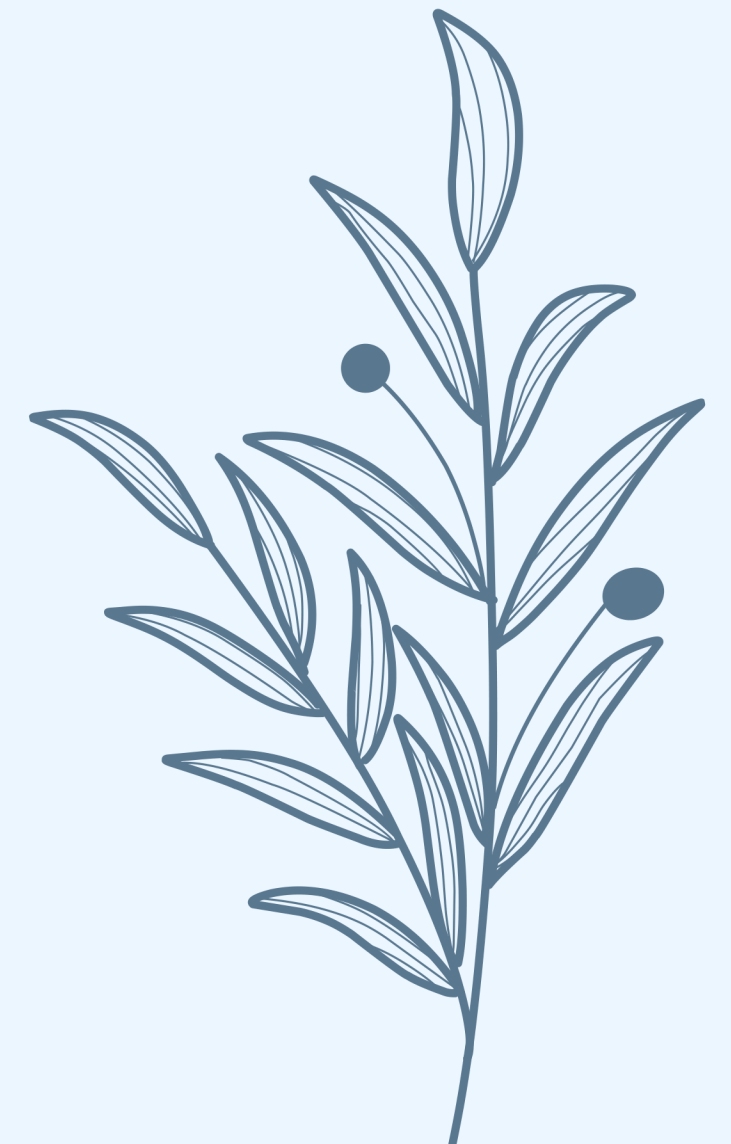
Number 1 in case studies solutions

Apple inc.: Global Supply Chain Management



Introduction

Apple Inc. is a company of recognized innovation and strong brand image, that struggles with colossal problems regarding the supply chain management on the global scale. That is why this case aims to look at the tactics that Apple uses for contending with these conditions and sustaining its competitive advantage in the field of technologies.



Supply Chain Strategy

The main approaches of Apple's supply chain management include high level of vertical integration, strong relations with key suppliers, and logistic predominance. The concept entails managing some or all of the supply chain processes ranging from procurement of inputs, production to product distribution. This control makes it possible for Apple to offer quality products to its clients, achieve optimum control of the expenses and effectively adapt to the alterations within the market.



Sustainability Initiatives

Preservation of the environment and people's welfare are essential in Apple Company's supply chain management. The company has made a pledge for the packaging materials and customer emission of carbon by the company's products. Apple has a good working relationship with its suppliers in that it maintains environmental friendly supply chain management, and labor relations are ethic.



Conclusion

Apple Company supply chain management strategy and operation is one of the most recent and perfect examples of strategic planning, operations, and innovations with sustainability. Thus, with the strong supplier connections, successful risk management, and embracing innovative technology, Apple is succeeding in offering its global clientele a high-quality product that is created with adherence to sustainable practices. This strategy makes it possible for Apple to continue holding its ground in the technology industry which is often considered as competitive.

Recommendation

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