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Apple's Strategic Evolution Under Tim Cook's Leadership

A case study examining Cook's stewardship, managerial approach, and company performance 2012-2016

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When Tim Cook took over, most of the investors had no hope for the growth and development of the Apple Company without Steve Jobs. However, Cook has proved to be a strategist and a steward of the company's resources over time. The company is focused on the improving of customers experience since that is what will define the future of the company. It focuses on innovation as well as exploiting new and potential market like India and China so as to improve sales and revenue. Besides, the company has also divided the company into segments which help them to capture a larger market share hence competitive edge. The iPhone enables the company to carry out numerous activities, a process which enhances consumers' loyalty. The company also invests in research and development with an aim of getting new information which they can use to improve the customers' experience. It also keeps record about what they have done in the past to use them as a basis for developing new solutions for the customers. In relation to the social corporate social responsibility, the CEO and the management team is developing renewable power sources and recycle the Apple's products with an aim of improving the environmental conditions. To achieve such strategies, the CEO is developing strategies which are morally upright and enhance a high degree of stewardship. These can be done through upholding principles such as charity, fealty, prudence, equity, and accountability when handling financial resources, in decision making and while developing strategies for growth. These have enhanced teamwork, efficiency, and productivity.

While rating Tom Cook in relation to the three main managerial tasks, I can give him 8 out of 10 scores in all activities. It is because he knows how to balance the activities and analyze the markets so as to meet the set objectives. However, the areas which he is supposed to make an improvement are in revealing the financial strategies to the shareholders and adherence to the company industry's rules and regulations. Conversely, the CEO is good in decision making, resource management and development of strategies which aids in the accomplishment of the managerial tasks.

Cook developed strategies which have led to the boom of business in the past five years. Its CAP doubled a situation which had made it become the world's most valuable company. Its stock prices have not been below $100 since Cook was named the CEO. In March 2012 to 2016, the company's dividend and cash holding doubles in the period of five years, a situation which shows that the management is working towards maximization of the shareholders' wealth.

In relation to its products, the company's sales have been increasing over time and the company has been experiencing a high level of revenue. In the period from 2012 to 2016, the company has shown a steady growth in sales, a process which depicts that Cook and the other management team device various strategies and efficiently allocate resources to produce products which solve the consumers' problem, a process which enables them to satisfy their tastes and preferences.

Even though the company has shown fluctuating trends, the company is inclining over time, a process which has led to the generation of a higher profit margin.

Conclusion

It can thus be evident that the company through the leadership of Cook is very important for the growth and development of the company. It is through stewardship, remaining focus and performing the key managerial roles efficiently are some of the key factors which are behind its success.

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