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## **Strategic Planning**

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## Part 1

The external business environment, such as social, demographic, competition, and geographical locations, are likely to impact Magnolia Brands' ability to realize its vision. The social aspect defines peoples' attitude, values, and lifestyles. In this case, people had so much interest in the Fixture Up programs that highlighted Magnolia Brands' success. The geographical location of Magnolia was strategic, thus, attracting more clients. For instance, the replacement of Elite Café's name to Magnolia Table was to represent a place where all people were welcomed (Brunson & Reed, n.d). The demographic factor determines the number and the composition of the population that influence purchasing Magnolia's products. Waco, Texas, is an example of an excellent demographic factor due to the mixed population. For example, the number of people watching Fixer up Show is an indicator of a diverse population crucial for attracting customers. Lastly, competition is crucial for the company to improve its brands thus, maintaining customers.

Despite the stability and prosperity of Magnolia Brands, it must have competitors. The main competitors of Magnolia include Ballantyne, Sitecore Experience Platform, Old Time Pottery, Furbish Studio, Metrosource, Z Gallerie, and West Elm. Several factors influence the prosperity of Magnolia Brands; for instance, leadership is crucial for the growth of any business. In this case, Chip and Joanna are influential leaders of their businesses. Specifically, the efforts and strategies they put in Magnolia Brands have ensured its success. Further, the customer's loyalty to Magnolia brands has influenced its growth.

Internal factors involve the decisions made by business owners. Some of the internal factors crucial for the success of Magnolia are the investment opportunity, physical resources such as location, and human resources like the target audience (Aworn et al., 2011). Magnolia Brand has complete control over them; hence, it can be utilized appropriately to ensure growth.

The strengths include good financial gains, the ability to attract over 30000 visitors in Waco City, and multiple businesses operating under Magnolia Brand. On the other hand, the weaknesses are cancellation of the TV show, resulting in a decline of revenue and having one distinct business location at Waco City. However, the opportunities include airing the business brand in the TV show, opening many businesses under one brand, Magnolia, and collaborating with Target to improve its brand. Last but not least, the business threats include customer's ideas of not altering Elite Café's name, potential competition from other well-established companies, and the customers' preferences.

The TV representation will enable potential customers to compare the prices of homes, hence make prompt decisions. Magnolia Brand is to get old homes that they will renovate for reselling. On the other hand, the number of viewers can determine the success of the show. For instance, it initially had over five million viewers—further, more demand from viewers to produce many series. Nevertheless, Magnolia Brand will continue being at par with maintaining or improving the quality of its services. Also, the diversification done by the management assures the stability of the business. Magnolia has many businesses operating under one brand.

## **Part 2**

The apple company deals in manufacturing media and communication accessories like iPod, iPhone, Mac, iPad, Apple TV, and Apple Watch. At the same time, it sells software technologies like iPadOS, iOS, watchOS, and MacOS and operating systems Apple pay, iCloud, and AppleCare. It is pretty notable that their applications are distinct and can only be downloaded from their store like Apple store, watch app store and TV app store, and Mac app store. The company is one of the significant successful technological firms with its headquarters in California, USA. For instance, for the fiscal year ended September 2020, the company

managed USD 274,515 Million, a revenue increase of 5.5% from FY2019 (Apple Inc., 2021).

The company employed up to 147,000 employees by September 2020, making it one of the most tech firms that have many employees worldwide. From the above achievements shown by Apple since its foundation, this literature will discuss and analyze its SWOTS to ascertain the factors it has always put right to achieve all the success it has witnessed.

For every successful company, the periodic SWOT analysis is critical because, through the SWOT considerations, the company will be able to major on their strengths, improve on their weaknesses, exploit all the possible opportunities and strategize on how to counter threats posted against the prosperity of that particular company. Even though Apple is thriving, the company must experience various challenges and shortcomings and tactfully solve them. Their success can be a benchmark for various upcoming businesses that have the ambitions to succeed as they have done (Yu, 2015). Specifically, the dedication and proper analysis of its SWOTs have made it a big technological brand that everyone seems proud to associate with, as summarized in the table below.

Source: Apple Inc. 2021: SWOT analysis.

<p><b>Strengths</b></p> <p>Availability of R&amp;D</p> <p>Readily available distribution Channels</p> <p>Company's revenue growth</p>	<p><b>Weaknesses</b></p> <p>Expensive litigation processes and lawsuits</p> <p>Profitability decline witnessed by the company.</p>
<p><b>Opportunity</b></p> <p>Company's strategic initiatives</p> <p>The stores' expansion ideas</p>	<p><b>Threats</b></p> <p>Foreign exchange risks due to market fluctuations</p>

The launch of new versions of the company's products	Intense competition from peer technology companies
The emergence of a new smartphone market in North America	Dependence on network providers has different network strengths and ever-changing technological innovations.
Strategic acquisitions of useful technologies from other firms.	

The company's strengths have made it maintain its top brand among its customers because the strengths make customers develop trust in the company's products. First, the availability of R&D to the company makes it outstanding among its peers. The company can favorably compete with its main competitors because the R&D facilities offer the ability to develop new, better versions of the existing technologies that blend well with the needs and tastes of its customers. The company is looking at many application options in the world facilitated by its R&D facilities to bring efficiency to its products (Apple Inc., 2021). This makes the customers always be eager to own the new Apple products that are released periodically. Another strength that the company has that makes it compete favorably with its competitors is the availability of products' distribution channels. The idea of using both direct and indirect distribution of channels to customers has ensured that the company's products reach the market and are always available to the customers (Apple Inc., 2021).

Additionally, the inclusion of third-party mid-level retailers in selling their products has ensured that the customers sufficiently get accessed to the company's products. Lastly, the company's revenue growth is also one of the significant strengths the company has witnessed towards its success. The growth of revenue for the company to 5.5% in the FY2020 is a plus to

the company because it can do its development objectives without financially straining. As Khan et al. (2015) posit, their company's trustworthiness and customer friendliness in their products to their customers can make the customers stay all night long outside a retailer shop to purchase a new version of the company's products.

The opportunities of Apple that include the launch of new products, stores expansion facilities, smartphone market in North America, strategic acquisition, and strategic analysis give insight into how the company is objectively planning to explore many expansion avenues to maintain its brand top of business. By partnering with other technology firms, strategically purchasing new useful technologies from other firms offers an opportunistic dream to increase its revenue size and profitability (Apple Inc., 2020). Other factors that contribute to the same include increasing storage facilities to enhance revenue improvements, continued launch of improved version of its products and exploration of the smartphone business in new markets like North America. The firm sees a great opportunity in the above market-driven factors to expand and maintain its vast market influence in the manufacture and sale of technology.

Conclusively, it is fair to comment that Apple's success is attributed to the fact that its management has critically analyzed their SWOTs to determine where they should improve. The gaps they should bridge in their business operations. Apple Company is a top brand because, after analyzing their SWOTs, they can provide solutions to their operational problems (Magwizi, 2020). This is why it has kept its competitive advantage over its peers.

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