

[STRUCTURE]

- * Apple successful
- * New technology of Apple designed in house with a computerization of Central product development and product marketing
- * APPLE (LAND MANAGEMENT) Sales and marketing services in first domain



[Donna Dubinsky and Apple Computer, Inc.]

Donna Dubinsky: Background of



[The National Business Agency]

[INNOVATION]

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[STRATEGY]

1. Believe in Simple
2. Design for full Experience
3. Lock customers in
4. Sell at a premium
5. Cross sell your products
6. Think different

[SKILLS]

Engineers and designers who have the capability and proficiency to create simple product that fulfills the needs of a customer.

[STAFF]

Apple has strong rapid growth which means continuous efforts to employees in different departments who serve internal and external and for customer.

[STYLE]

To set aggressive targets and try to achieve them. Higher revenue targets were estimated and hence more expenses were allowed. And employees had their best to meet the set target.

[SHARED VALUE]

- Apple shared values consisted of
1. Empathy for customers
 2. Achievement aggressiveness
 3. Positive Social contribution: making world better place to live
 4. Innovation/Vision
 5. Team spirit
 6. Quality
 7. Rewards
 8. Good Management: Employees can trust the integrity of their supervisors.

[SYSTEMS]

- * Classic Mac OS
- * Graphical operating System
- * No multitasking
- * Multitasking added in system 5 - Limited Memory management, lacked protected memory and conflicts among extensions
- * Used MFS Which was replaced by HFS in 1985

[RECOMMENDATIONS]

[What do you think Dubinsky should do?]

[Campbell?]

[We think...]

[Dubinsky is making a mistake by being so inflexible in defending the old model of distribution.]

[If she leaves Apple on these terms, she will likely never work for the company again.]

[Dubinsky should rethink her approach, sit Campbell and Warner for brainstorming, and ask to work with Coleman to devise a flexible distribution plan.]

[If the new proposal is approved, she can carve out a new position for herself.]

[If she doesn't like where she ends up after the brainstorming, she can always look for a new job at that time.]

Questions??

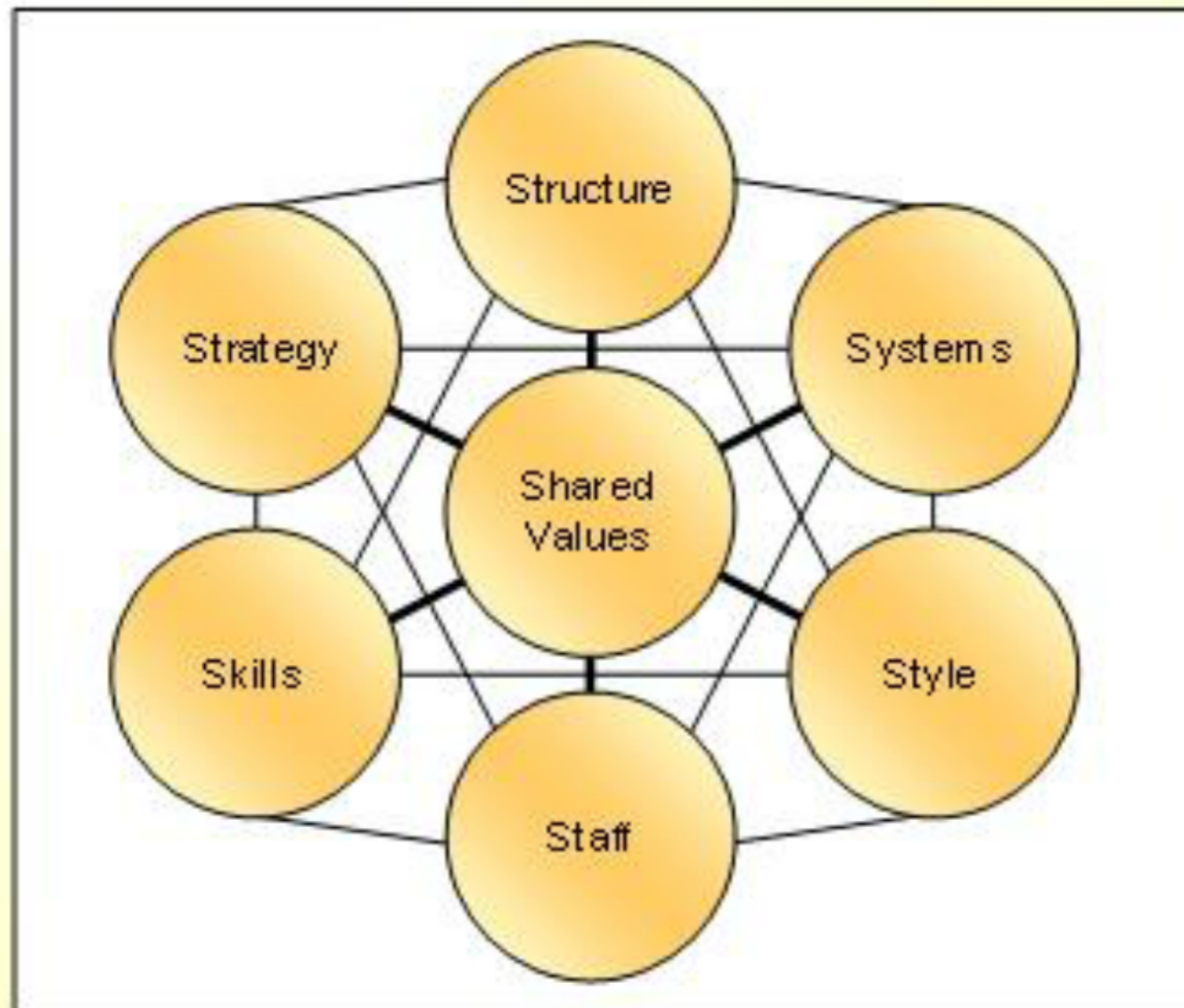
[Donna Dubinsky and Apple Computer, Inc.]

Donna Dubi

- Yale graduate
- MBA @ Harvard Business

7S ANALYSIS

7S Model Based on Peters & Waterman (1982)



[STRUCTURE]

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