



Operations Management: Apple Case Study

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The expansion of companies is a frequent practice in business development, allowing for the development of new markets, increasing the size of the customer base, improving commercial potential, and scaling the field of influence. When a company successfully expands, it is guaranteed to increase sales and, consequently, profits, as well as gain development opportunities due to the emergence of new levels of consumer demand. It is evident that a company established in the United States must adapt its products and services to the demands of the Arab market, which creates the need for new areas of development for the business. In turn, such a need has a positive impact both on the company's well-being — in case of successful expansion — and on the quality of the market. Opening new branches and adapting a company's business strategies to the agenda of foreign markets requests the creation of new jobs and strengthening the R&D vector of companies, as well as bringing new taxes for the governments of the countries in which the business is introduced (Nieminen, 2019). Thus, the competent management of expansion brings excellent benefits to all stakeholders, which means that this phenomenon of the globalization era of civilization development turns out to be highly relevant and critical for the modern world.

This assignment examines the theoretical aspects and possibilities of expansion for Apple, a multinational company headquartered in California but with a strong presence in regions of the Middle East. This discussion includes the principles of operational management, the potential for possible errors and problems that management may

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