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EMPLOYEES' PERFORMANCE ON APPLE COMPANY

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Abstract

Researchers have analyzed of workers performance at Apple Inc. This analysis revealed many of distinct factors of employee performance in the Apple strategy, goals, and actions. This research offers an inclusive understanding of the nature and subtleties of employee performance at Apple Corporation. Apple company management must use the insights from its targets to create and maintain a better work environment. In currently time, Apple policy is expected to provide many right insights for improving employee performance.

Keywords: Employees performance, Apple Company, Apple's financial policy.

Introduction

Employees' performance for all companies is how achieving their work jobs and proceed their required missions through refers to the activity, quality, and competence of their output. Employees' performance is very important for every business corporation, but their effectiveness depends on how they are conducted. Therefore, performance is the good way to assessment of how valuable an employee is to the profit and non-profit organization. For Apple

company, it can be measured employee performance by: Speed and efficiency that achieve through formal work period that could enable higher productivity, quality of the employee's work that contribute something good to brings the corporation added value, and trust to the employee that to be depended on making best decisions and perform his jobs. Apple Company has a strategic plan on it life business. This plan leads to achieve many targets. Apple Company decides on the appropriate actions necessary to meet the targets. Then, Apple company implement, review, and adjust the targets as needed. Advantages of a good performance management system on this company are increased employee loyalty; improve communication between the various levels of management, increased outputs, and increased efficiencies.

Employees' performance

Employees performance is how achieve their work jobs and proceed their required missions through refers to the activity, quality, and competence of their output. Employees' performance is very important for every business corporation, but their effectiveness depends on how they are conducted. A great performance helps employees to identify growth opportunities and potential areas of improvement without damaging company working. Each employee and worker is a good investment for a corporation, so the return that each employee and worker provides must be a huge. A high-performing employee and worker are much useful to a corporation. Therefore, performance is the good way to assessment of how valuable an employee is to the profit and non-profit organization.(1)

For any company, it can be measured employee performance by: Speed and efficiency that achieve through formal work period that could enable higher productivity, quality of the employee's work that contribute something good to brings the corporation added value, and trust to the employee that to be depended on making best decisions and perform his jobs.(3)

All employees performance have many skills on their works such as communication between them at the same corporation and with others on outside, collaboration and teamwork with others, work problem-solving, quality and accuracy of work, attendance on the time, and the ability to accomplish targets.(1)

All profit corporations targets are growing market share on revenues, lessening costs, and damages. Also, employees and workers have the same targets that related with promotions or awards, getting raises and bonuses, and the privilege of telecommuting. Responsibility centers are a good way to align the targets of the employees and workers with the company goals and to design effective performance measures. There are four types of responsibility centers for any company such as revenue centers, cost centers, profit centers, and investment centers.(2)

In a revenue center, employees have dominance over the revenues that are generated for the corporation but not over the costs of the organization. In a cost center, Employees have dominance over costs but not over revenues. In a profit center, employees have control over both revenues and costs. Therefore, component of evaluation for employees will be store profits. An investment center is a component of a business for which the employees have control over revenues, costs, and capital assets. This means employees have authority to make decisions regarding assets, such as buying new machines, expanding facilities, or selling old assets.(3)

Apple Company

Apple Corporation has main strategic plan on it future business. This plan leads to achieve many targets. Apple Company use the strategic plan to determine the targets its needed to achieve and apply the strategic vision. Once targets are determined, Apple Company decides on the appropriate actions necessary to meet the targets. Then, Apple Corporation implement, review, and adjust the targets as needed. Advantages of a good performance management system on Apple Corporation are increased employee

allegiance; improve communication between the different levels of management, increased produces, and increased efficiencies.(4)



Figure 1 : Company Steps

Apple is greatest American technology company. It produces and sells many developing devices such as desktop computer electronics, personal laptops and portable devices. Apple Corporation has three Founders, Steve Jobs, Steve Wozniak, and Ronald Wayne. They established Apple in 1976, with its incorporation in 1977. Apple Company has experienced its ups and downs in financial performance, but after 2007 Apple Company finally achieved a great success with produce the iPhone, iPod touch, and iPad.(4)

On Apple's Corporation major Strategy has a higher percentage of Apples revenue comes from a single company because it has diversification on it business type, it has main business like computer and supporting businesses like software. On the Apple's Business Level Strategy has unparalleled strategy, invention new, high quality, great design, and creates develops brand. On the Apple's International Strategy level has follows an overall strategy, shows its products on all countries as a unparalleled product, and uses controlling manage to adjust and coordinate their pricing across different international markets. On Apple's Strategy level has uses strategic pacts and alliances with companies like HP and Nokia to promote products to enter markets.(4)

Apple company has many targets to obtain excellent products and services within specific timeframes, at a cost that represents the best possible value to its customers and shareholders. Apple committed to ensuring the highest standards of social responsibility in everything. Many corporations when

business with Apple company must provide safe working conditions to its employees and use environmentally responsible manufacturing processes wherever its products are made.(4)

Apple's action plan includes advertising the latest technological advances at times of year during technological meetings. Apple continues to look for new ways to extend its brand internationally.

The Apple financial statements include the Company's estimated revenue, operating expenses, gross margin, other income/ (expense), tax rate, and plans for return of capital.

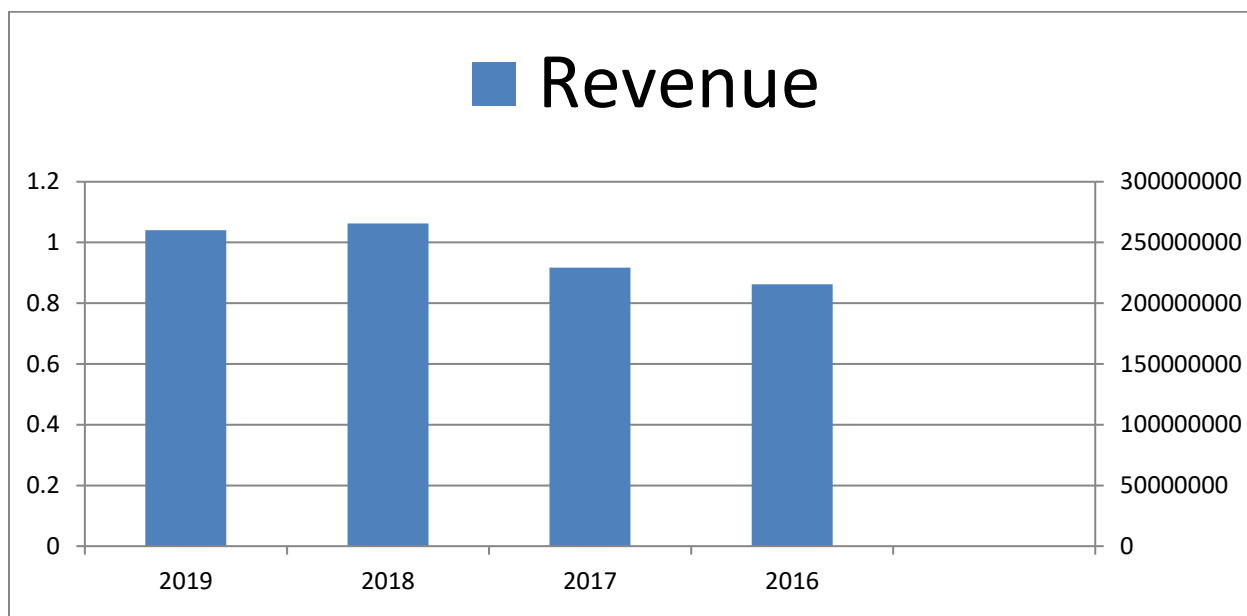


Chart 1: Apple Revenue

Apple annual revenue history and growth rate from 2015 to 2019. Revenue is the top line item on an income statement from which all costs and expenses are subtracted to arrive at net income.

Apple annual revenue for 2019 was \$260.174B, a 2.04% decline from 2018.

Apple annual revenue for 2018 was \$265.595B, a 15.86% increase from 2017.

Apple annual revenue for 2017 was \$229.234B, a 6.3% increase from 2016.

Apple Corporation declared a new rules of investments on its commitment to support the global economy and its workforce management, focused on three things where Apple has had the utmost effect on job creation: investment with Apple’s domestic suppliers and manufacturers, direct employment by Apple Corporation, and supporting the fast-growing app economy which Apple company created with iPhone and the App Store.(4)

Apple Corporation direct contribution to the international economy will be more than \$350 billion over the next five years, not including Apple’s under way tax payments, the tax revenues generated from employees’ wages and the sale of Apple products when Combining Apple’s current pace of spending with domestic suppliers, new investments, and manufacturers.

Apple anticipates investing over \$50 billion in capital expenditures in the global over the next five years and creating over 30,000 new jobs through hiring at existing campuses.

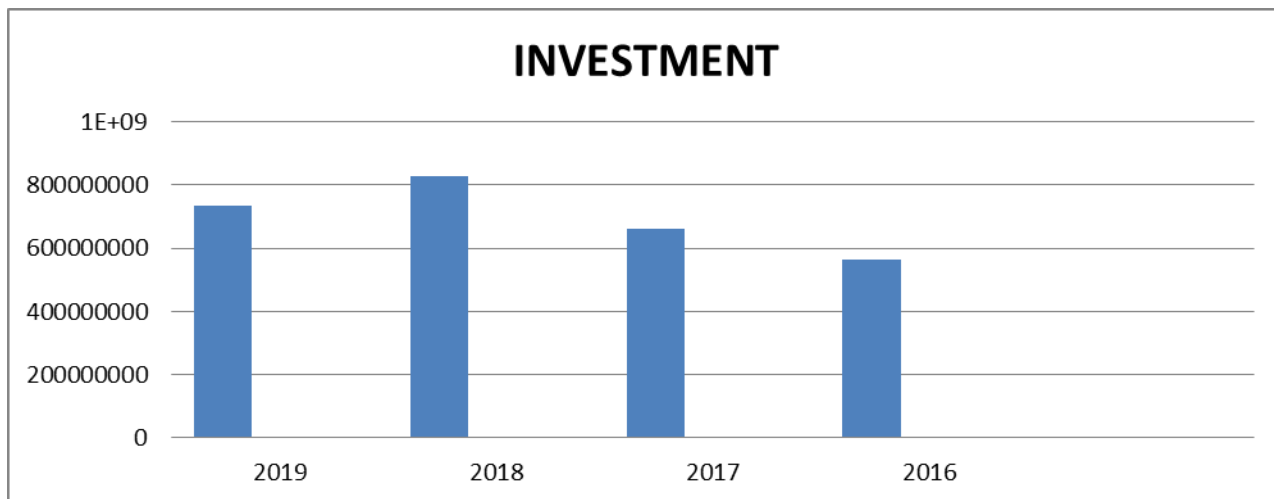


Chart 2: Apple Investment

Apple's financial policy

Apple didn't use GAAP accounting principle in its report. Apple reports comprised many things such as “adjusted sales,” “adjusted cost of sales,” “adjusted gross margin,” Apple operational results of Apple corporation didn't use GAAP accounting principle in its report. Consequently, the accounting

system of Apple Company showed growing sale of products of the corporations like the iPhone and Apple TV. When Apple Company used the non-GAAP accounting principles on its work, it showed a better performance of Apple Company (4). Also, Apple Company followed all the revenue and cost associated with the production of iPhone and Apple TVs after the products are sold. Thus, increased the profit and revenue earned by the company through past years as it was spread across a longer period. If Apple Corporation used GAAP on its work, this is affected the company profits, sales, and finance department during the period. Notwithstanding, this measure helped Apple Company to parallel its sales with that of the rivals. The measure also provided a significant measure of an evolution of Apple. Furthermore, it provides a full report into the Apple's performance for the investors. So, by using this uncommon accounting principle, Apple compounded their revenue performance and increased shareholder satisfaction (5).

Conclusion

Apple Corporation can develop its employee performance and their work through realization on underperformance issues, encourage continual communication, foster a positive work environment, using utilize data and platforms, and encourage growth through manage performance.

Apple Corporation can realization underperformance issues through understand what problems are in order to best tackle them and give them an opportunity for improvement. Employees in this company might be scarcity proper resources or maybe wasn't enough trained. It's possible that some of employees lack lucidity about the Corporation targets or doesn't feel valued or well-supported in their work.

Apple Corporation can encourage continual communication through Clear and effective communication. It is essential for improving employees' performance in this Corporation. It's important to direct communication and

foster an environment of transparency. Also, they should be encouraged to communicate their ideas as well, concerning their deadlines, expectations, progress, and available resources.

Apple Corporation can consolidate a positive work environment through encouraging employees to create a more conducive environment for being productive. This also means rising employees morale and ensuring positive communication within the one team.

Continuing training is a main part to keeping employees engaged and motivated to work in new ways. Ongoing training allows employees and workers to get information updates and follow-up it in case anything was losing during primary onboarding. Apple Corporation can training doesn't end at onboarding through new employees are initially given a lot of attention and direction during their onboarding process.

On Apple Corporation, all employees they can better self-manage and monitor their own performance because they know the specific metrics that will be measured and analyzed, which promotes higher levels of stimulus and satisfaction to doing a great job, and also gives them practical tools for improving their performance and work with confidence.

Employees on Apple Corporation are more motivated and productive when they feel supported, valued, and are equipping with the necessary resources to complete their works. Managing the performance of employees on Apple Company requires an in-depth understanding of the individuals themselves and the ability to encourage their growth and development. Supporting employees to take ownership of their environment, culture, and physical space. Therefore, Management of implementing Apple employees' performance improvements is very concrete and goal- higher oriented.

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