

Student's Name

Institutional Affiliation

Strategic Audit Report

Date

### **Executive Summary**

This strategic audit report includes an overview of and some background information about Apple Inc.: as well as the company's performance in terms of investment, market share, and profitability. The report also covers the strategic direction of the company based on its vision and mission statements, in addition to the composition of its board of directors, of which there are eight members. The report also highlights the environment external to the company such as the natural and physical factors surrounding it (such as environmental pollution and climate change) and the political-legal, economic, technological, and sociocultural forces that are currently affecting the industry in which the company operates as a whole. The external factor analysis of Apple Inc. is organized using a worksheet that attaches weight to each of the available opportunities.

The internal environment of the company has also been analyzed in the report. This analysis includes an overview of Apple's internal environment, the marketing goals of the company, and the internal factor analysis. The report also analyzes information about the company by focusing on areas such as background information, financial performance, and a summary of Apple's form10-K from 2014 to 2017. The analysis shows that the company is in a stable position, financially, since it has been able to maintain a consistent and steady increase in assets and profits over the four years analyzed. Concerning the internal environment, the report

also covers the company's operations and logistics, human resource management practices, and the use of information technology. Furthermore, the report highlights and analyzes the company's strategy and makes recommendations on areas of improvement. SFAS and TOWS Matrices are used in this analysis and the strategy selected is justified. The last section of the strategic audit report is about managing evolution and control. Here, various performance management tools used by the company are explored, including the input, output, and behavioral controls that Apple Inc. has adopted.