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Malynovska Anastasiia

student

Department of Pedagogic, Foreign Philology and Translation

Faculty of Consulting and International Business

Simon Kuznets Kharkiv National University of Economics

Kharkiv, Ukraine

Scientific advisor – PHD Pylaieva T.V.

FEATURES OF COMPANY MANAGEMENT BY THE EXAMPLE OF APPLE INC

Annotation. The article considers the process of companies creating. It identifies the problems of companies management. The author analyzes the features of the creation and activities of the Apple Inc. The ways of positive trends integrating are proposed.

Key words: management, marketing strategy, efficiency, principles of successful management, customers.

The development of the market system today does not stand still, getting to the forefront among strong competitors is a very difficult stage. Creating and managing a company that will bring success not only among consumers in the domestic market, but also in the international market, is a very complex process.

The purpose of the article is to consider the main stages of creating successful companies based on the practical experience of Apple and suggest possible ways to implement effective management of the company to domestic managers.

One of the most important stages of successful company management is the creation of a profitable project. Let us consider the way to create projects. The first step is the development and justification of ideas, the creation of a business plan, that is, the drawing up of a marketing strategy. Entrepreneurs should be focused on the “struggle” with strong competitors for leading positions in the market. To begin with, it is necessary to conduct a marketing research: assess the existing situation in the market, determine the type of activity and the demand for it, assess customers and their needs. In connection with the increase in the assortment of goods and services, it is necessary to introduce a personal feature that will attract the attention of customers. Creating a good marketing strategy is bound to affect the amount of profit generated by an activity.

For each element of marketing you need to make your own development plan. For example, to promote a product, it is necessary to determine the product, price, audience of consumers, ways

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to promote. To provide services, you need to add a process and staff. For successful entrepreneurs, it is important to calculate in advance the cost recovery of running their own business [1].

One of the effective strategies of foreign companies is several directions activity. This makes it possible to reduce the risk of failure. Developing and ultimately launching a product can often make or break a business, especially a startup business. Some businesses develop only one product, while others develop many. Product development steps vary based on the nature of the business and the management style, but most businesses follow seven main steps in the development process.

The first step is to generate an idea for the product. A company should make a list of product ideas and share it with the appropriate decision-makers in the company, such as the management team. Then they should seek feedback from customers, employees and partners on which idea is most appealing. Social media can be a powerful tool for soliciting feedback, as long as you are comfortable with making your product idea public.

The next step is analyzing the remaining product idea from a business perspective, determination how much, if any, competition exists for similar products, determination of the demand for the product, and estimation all costs affiliated with the product, such as development costs and operational costs, to help determine the profit margin.

Then the company should develop a prototype of the product, then share it with a handful of good customers and key partners, base the marketing messages on the most common positive comments or reactions from customers and partners during the prototype evaluation.

It is necessary to make adjustments to the prototype or develop a new version, if necessary, to see whether the product sells well, and evaluate why sales are high or low. Evaluating the price and the effectiveness of the marketing messages is essential.

The next stage is beginning production for the first round of the product launch, evaluating how many products to produce based on your market testing and demand for the product. The company advertises and speaks to product distributors about ordering the product, if the product will be sold in stores [2].

Large companies are more attentive to the staff, which contributes to improving work efficiency and its results.

However, there is a number of problems in creating a business project:

1. Not in time started business. Unscheduled delays lead to employee and customer uncertainty.

2. Incorrectly set goal of activity. A successful entrepreneur does not put his own interests first, such as making a profit or eliminating a competitor. The activity should be directed primarily at customers and thought out to the final stage of consumption of the product or service.

3. Non-regular customers. When the target audience is constantly changing, it is very difficult to adapt to normal and stable activities. There is a need to adapt to customers, while bringing the project to the end.

In addition to the above, there are a large number of problems that can be encountered by any company. However, not everyone can overcome them and reach the world ranking of the best companies.

One of the largest and most well-known corporations in the development and production of personal computers, portable music players and mobile phones, targeted at the mass user and distinguished by its economy and ease of use, is Apple Computer Incorporated. Its creator is Steve Jobs [3].

Even with the history of the creation of the corporation, Steve Jobs was aimed at creating a new technology that does not comply with the norms and standards. It is these differences from the standard types that caused high excitement (demand) among buyers. Jobs has always tried to convince consumers that Apple knows better what people need, even if at the moment they themselves are not aware of this. He considered false the statement that “demand creates supply”.

Surprisingly, the receipt of high profits has never been in the first place for the creators of Apple products. Sources of motivation for company executives are the future perspective and the creation of revolutionary products.

The basis of creating products has always been the opposition of their own product with competitive ones. This supposedly sets up to fight with competitors and the release of a uniquely different product from others. The feature is even in the logo - the apple.

No matter how the ad attracts attention, no one wants to buy a bad product. Apparently, Apples mission and vision statements collapse into the presentation of quality technology in the product portfolio dealt in the current operations and into the future. The two strategic statements complement each other in the sense that the highlight of the actual product scope in the mission statement obtains assurances of unquestionable quality in the vision statement. For instance, the mission statement lists the products lines ranging from computers including Macs (desktops) and laptops, software including operating systems and professional applications, entertainment products including iTunes and iPods as well as hand-held device technologies including iPads, iPhones and associated App Store solutions. Providing the precision that the overall market presentation of each of these products with impeccable quality has enabled Apple to deliver and surpass its strategic goals in sales and market presence [4].

"I want a good thing to be simple in design and does not require large production costs" - this phrase by Steve Jobs has become part of the philosophy of Apple, as well as one of their main secrets of success [5].

In terms of the competitive environment that Apple finds in its operations, a number of players with a gigantic market presence make it a tough experience over the years. From hardware to software production, Apple finds substantial competition than many successful companies today. It therefore implies that the current state of success at apple is hard won through tough strategic approaches and spirited commitment to deliver what the consumers want [4].

It is known that there are many envious people who seek to intercept ideas or sell their product under another brand illegally. To protect against such cases, Apple has a number of precautions. It is impossible to find out exactly how it works now, but it is well known that relations in a team have a common goal - the creation and protection of revolutionary products. Every employee of a corporation understands its role and importance of work, therefore the activity of a corporation is as efficient as possible.

Based on the history of Apple's operations and partnerships, the most practical merger proposal would involve the traditional partner IBM, whose role in provision of computer chips cannot be ignored in the attained success. A merger would not take a long time to deliver results since the two companies have worked closely together for a long time in the chip partnership [4].

The approach to organizing market sales of Apple products also has its own peculiarities in attracting customers. Shops are specially equipped, the staff always welcomes any customer. An interesting fact is that the psychological qualities of workers are considered first and foremost, technical weeks, which indicates an important principle of successful company management.

There are always some flaws in the management system of a large corporation, but Apple Computer Incorporated proves that, against the background of competitors, they managed to reach those heights that they deserve and even more.

Based on the identified principles of management of the corporation Apple, we can identify the trends necessary for the development of domestic enterprises: a) it is necessary to develop a new idea aimed at meeting customer needs; b) pay attention to the quality, not the quantity of the output; c) to cooperate with allies, as it often yields positive results on the company's activities, especially for newly established companies; d) use content created or offered by users, which will positively affect the demand rating; e) encourage users to spread information about the company, associating it with the quality of goods; f) pay more attention to the use of the capabilities of the staff, since none other than their own employees are able to protect and improve the product; g) increase the uniqueness of the products offered not only in color, variety; h) do not forget about old customers -

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to find a new target audience is not easy, but to keep old customers need to try the stability of the release of new products, quality and exclusive service.

Consequently, in recent times, many companies have changed their approach to company management. Despite some shortcomings, the US government has proven its viability in practice. A striking example of this is American companies on the tops of various ratings and world-famous American brands from which you can learn a lot. But in forming its own management model, it is imperative to take into account the features and capabilities of domestic consumers.

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Melinyshyn Nataliia

student

Institute of Economics and Management

Ivano-Frankivsk National Technical University of Oil and Gas

Ivano-Frankivsk

APPLICATION OF GOVERNMENTAL ONLINE STORE ON PROZORRO

Мелінишин Наталія Тарасівна

Студент

Кафедра обліку та оподаткування

Інститут економіки та менеджменту

Івано-Франківський національний технічний університет нафти і газу

м. Івано-Франківськ

Науковий керівник – к.т.н., доцент кафедри інженерної та комп'ютерної графіки

Корнута Олена Володимирівна

ЗАСТОСУВАННЯ ДЕРЖАВНОГО ІНТЕРНЕТ-МАГАЗИНУ НА PROZORRO

Summary. The article deals with problems of the features of using e-catalog in Ukrainian market. The research of the functioning of mechanisms of the Internet-oriented economy. And how the Internet surround the global economy.

Key words: e-catalog, electronic system, nundination.

Анотація. Розглянуті особливості використання електронних-каталогів на українському ринку. Досліджено функціонування механізмів Інтернет-орієнтованої економіки. Та як Інтернет охоплює світову економіку.

Ключові слова: електронний-каталог, електронна система, купівля-продаж.