

# Functional Topic: Strategy

PRACTICAL CLASS



# STRATEGY CLASS

## APPLE CASE STUDY

**Q1)** What are Apple's core competencies? What should Tim Cook do to extend Apple's competitive advantage?

**Q2)** At what stage of the industry life cycle would you place smart phones? What are the strategic implications?

**Q3)** What is Apple's current strategy? Is this a sustainable strategy by definition?

**Q4)** From your perspective, which new technologies do you believe will have the biggest impact on Apple's strategy, now and in the near future? Please provide examples.