

In this report, the primary aim is to investigate the prevalence of ethical issues across different businesses in contemporary times, with a specific focus on Apple Inc. However, instances of exploitative practices aimed at enhancing customer engagement and fostering better relations with workers have highlighted shortcomings in Apple's ethical framework. As a multinational company operating in the electronic and software industries, Apple's significant influence necessitates stringent monitoring to prevent the exploitation of both workers and customers. The study aims to assess how specific policies impact the organization's reputation and explores the defensive strategies employed by the company to safeguard its image. The report delves into the various policy issues associated with Apple and examines how these policies may lead to unethical practices.