Background of apple company Apple Inc.Apple focuses on these following activities/factors to ensure high quality standards: Design control Retail Development Market control Resource management Inventory quality Industrial design Apple ensures that its suppliers meet the highest standards for their products.It can also expand into emerging markets and enter into strategic partnerships, in addition to innovating new products and expanding in existing and future technology areas.Apple's mission is to design and develop electronic devices in all their forms and market them globally, and it also seeks to provide wonderful experiences for its users by combining technology and aesthetic design.As for the threats facing Apple, there is fierce competition from other technology companies such as Google, Samsung, and Huawei, and like other areas where changes are occurring, change in this field is rapid, and new products may appear that threaten Apple's position.It also outsources the manufacturing of its products and contracts with manufacturers, which allows the company to benefit from cost efficiency and production capacity.Apple has a knowledgeable staff, Apple's website, Apple offers extended warranties, is easy to contact, offers trade-ins, holds workshops and events, a 12-day return policy, and Apple is constantly updating.Here is also some software that it designed to empower its users to help them use Apple products in an integrated manner, and for this reason it designed Apple Pay, the iTunes, and the App Store.specializes in developing and designing electronic devices, software, and all related services.There are also its supply chain departments, as it has a complex global supply chain that includes obtaining components and resources from different countries.Apple uses differentiation as a global strategy and to compete with its competitors by creating products that are different.Apple competes with its competitive advantages such as the aesthetically pleasing design of their products.Quality management ensures that its internal standards and guidelines are efficient and effective, and reduces/eliminates errors.Apple uses four quality management tools to ensure the quality of their products, which are histograms, cause and effects charts, control charts, and Pareto diagrams.As for the Apple logo, it is in the shape of a bitten apple, and it has been said that the meaning of the logo indicates the intelligence of Steve Jobs, because the apple is a symbol of the apple that fell on the head of the scientist Newton.For example, the iPhone competes with Samsung.Apple Inc.