Financial Perspective

The financial perspective is made up of the economic objectives that would take care of the interests of shareholders and investors. These business goals can be the revenue growth objectives and the productivity objectives. The revenue growth objectives can be achieved by improving current profitability or by developing new revenue sources, and the productivity objectives can be obtained by either decreasing the cost of production or optimizing resources or both. Maintaining the competitive position, increasing the market shares and increasing profitability will help the company achieve the financial objectives (Pearce & Robinson, 2009). From the SWOT analysis, the company has stood out among their competitors as no company can measure up to their production, there is need therefore to maintain this standard in the competitive environment or even to improve it further. To increase profitability, there is need to work on the marketing strategies and product leadership. Employees are still not able t come up with new ideas to be innovative and creative, creativity and innovation are essential to increase market shares.

Customer Perspective

The customer perspective takes care of the customer's interests in terms of the services and their taste and preferences for the goods and services offered by the company. Customers come at the center of the business, without them the company would not exist it is important that they are valued and retained as the major stakeholders in the company (David, 2011). Some of the strategies of achieving the objectives customer value for Apple Company would be to maintain customer retention, satisfaction and customer value. The SWOT analysis shows that the company still has a loyal customer base meaning they have worked at retaining their customers by increasing their experience. In order to increase customer value the company has ensured that the customer's tastes and preferences are taken care of during production. The ability of the company to keep up with emerging technology and innovation has helped ensure the production of goods which meet the customer's needs. The company has established a good relationship with the external stakeholders (which is also made up of the customers) by ensuring that the fill the gaps in the community in terms of technology and even the social gaps.

Business Process Perspective

The business process perspective takes care of all the activities and strategies that would increase profitability, retain the high-value customer, and keep employees for a long time. These procedures can subdivide the product leadership strategies, customer intimacy strategy, and the strategy of operation. Apple Inc. is at the forefront of technology innovation to improve the process of performance, the productivity of their employees and retain their customers by continually producing the kind of goods that meet their needs and wants.

Learning and growth perspective

The learning and growth perspective is made up of what the company has to learn to satisfy customer needs, improve business processes, and achieve financial goals. This view accounts for all the other objectives in the different perspectives because it is employee centered, but employees play a role in the success of the business as much as the customers do. Regular training of the employees initiates the learning and growth process for all the employees. Technology innovation is a step towards ensuring growth in the company, it could result in a positive or negative impacts depending on the employees reception and especially if they are not properly trained they are likely no to understand some forms of technology, therefore, end up misusing them or they may remain useless and in the long run result in losses for the company.

Communication Plan

A communication plan is essential to help employees understand whatever is going on in the company at a particular time. It is also vital that the management and the leadership team gets to hear the employee's views and takes on an issue that pertains to the company (Norreklit, 2000). The first objective is to ensure that the leadership team is visible and involved at all levels of the retail process. The stakeholders in this issue are the leadership team, employees, and the managers. Communication for this point will be validated by an internal audit including formal and informal surveying of employees about the visibility and accessibility of the leadership team; scheduling and expectations will be communicated to the leadership team; the leadership team's involvement through quarterly Apple Store meetings, will be documented via internal communication sources (Intranet); traditional media will report indirectly on examples of the leadership team's new visibility.

The next issue is to ensure that Retail employees and managers are regularly engaged in the creation of their innovative programs and initiatives. The stakeholders in this objective are the leadership team and the employees. This strategy aims at improving innovation among the employees and their team leaders. Changes will be made possible by the continuous training sessions and participation in employee management events. Communication plays a role in ensuring that employees understand one another and they are also understood by the management to increase their productivity in the company and to provide that there is a spirit of teamwork among them.

Conclusion

To realize the goals and the visions of Apple Inc. all the employees and the management have a role to play. All the perspectives of the balanced scorecard have to be looked at to ensure that the mission and vision of the company come true. Shareholders, employees, and customers are all critical stakeholders in the business, and the company has to ensure that their interests meet various levels. There is need to focus on the financial, customer, internal, and the learning and growth perspectives of the strategies.

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