**The effect of Covid-19 on Business Decision-Making**

**Finance**

Cash Flow: Apple’s cashflow will have decreased severely, because there will not be many people investing in product because the

Revenue: 58.34 billion USD during the covid-19 period.

Sources of Finance: Revenue from selling their products and also trying to sell shares, however they are not very expensive as covid-19 has affected that.

Financial Objectives: To be able to sell as many products and bring in as much revenue as possible.

**Operations**

Supply Chain: Apple purchases components and materials from various suppliers, then gets them shipped to the assembling plant in China. From there, products are shipped directly to consumers. This will be a much slower process during covid-19 though.

Quality: Apple's quality assurance system is built into every step of the manufacturing process. This will stay the same during the covid-19 period.

Methods of Production: The production all takes place on the assembling plant in China. This will slow down severely during covid-19.



**Human Resource Management**

Management Style: Blended leadership between the senior people within the business. During covid-19 it will be down to the people with the biggest shares.

Motivation: Money, gifts, and recognition to motivate the employees. This will not happen during covid-19, because the staff will more than likely be furloughed.

Workforce Planning: Apple identify appropriate strengths, weaknesses, opportunities, and threats.

Employer: The employers at Apple will be a lot less during the covid-19 period, due to the fact that they are not needed because the stores are closed.

Employee relations: Apple offers medical and dental coverage for full-time employees. They also offer up to 25% off on Apple gadgets. This may decrease during the covid-19 period because the business needs to save money as they are not making as much revenue as they normally are.

Communication and organizational design: Apple have a hierarchical organizational structure, with notable divisional characteristics and a weak functional matrix. The hierarchy is a traditional structural feature in business organizations. This will possibly have just moved to the top tier people included within the business because of the fact that many will not be needed because the stores are shut due to the coronavirus.

**Marketing**

Market Research: They use it to improve their products and try to keep a good relationship with their customers.

Product Portfolios: iPhone, iPad, Mac, iPod, Apple Watch, Apple TV, Airpods and the Apple Pencil.

Distribution: Apple sells its products directly via its Apple Stores. During covid-19, they will sell them on their website.

Promotion: Apple promotes their products through commercials and print ads. This will continue through covid-19, however it will be less frequent, to save them only that they are possibly not earning back.

Pricing: Apple uses premium pricing for their products. During covid-19, they will have their products at a reduced price to try and make as many sales as possible, with the store being closed.