

CORPORATE STRUCTURE

12/2017

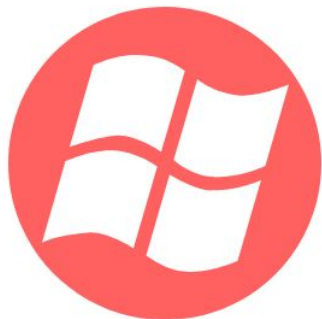
Liza Zakharenko, 3WE

COMPANY STRUCTURE



APPLE Inc.

A Hierarchical Structure that
May Change in Near Future

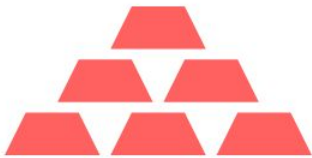


MICROSOFT

Divisional Structure with Focus
on Innovation



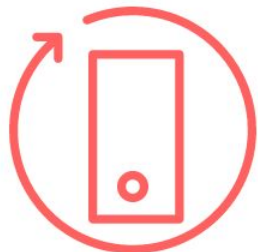
Structure



Hierarchical Structure



In order to ensure focused realization of his innovative ideas and clear vision for the business



Organizational structure has been modified since the leadership role was assumed by Tim Cook on August 2011.

OBJECTIVES



Clear vision for the
business



Innovation



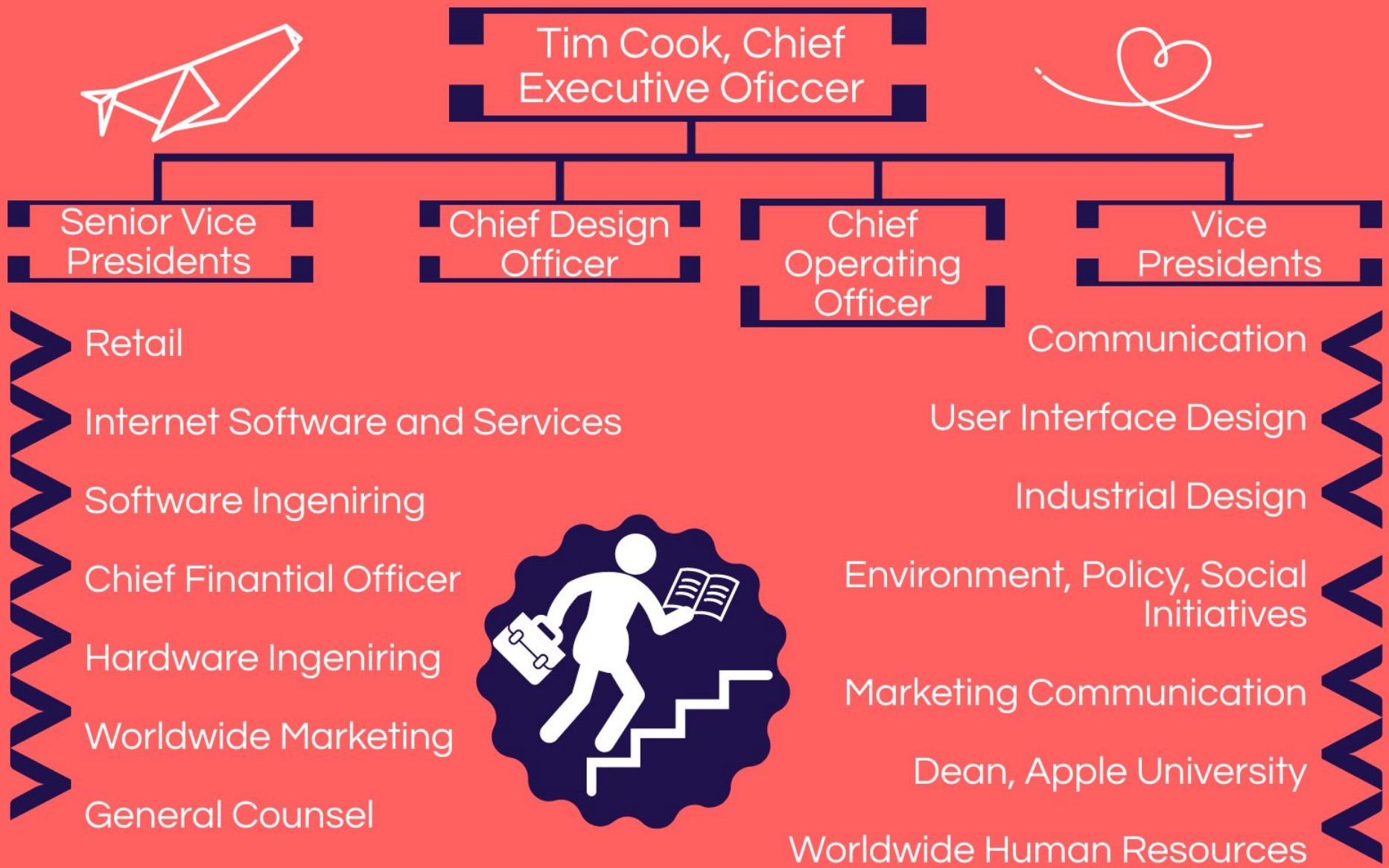
Creativity



Product-based
grouping



Leadership



Apple Inc. Organizational Structure



FEATURES of STRUCTURE



S

poke-and-wheel hierarchy

The company's organizational structure is now less stiff, but still has a spoke-and-wheel hierarchy where Tim Cook is at the center.



F

unction-based grouping

The upper tier of Apple's organizational structure has function-based grouping, which is an element derived from the functional type of organizational structure.



P

roduct-based grouping

An element derived from the divisional type of organizational structure.

Advantages & Disadvantages



Through the hierarchy Apple ensures that Cook and the senior VPs **control** all organizational processes.

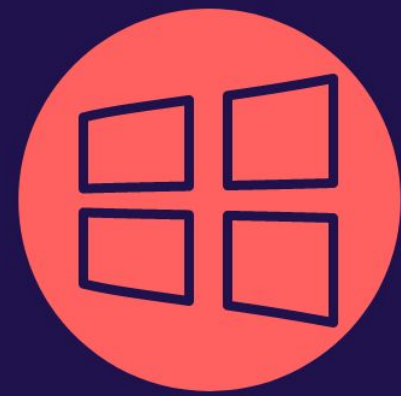


Strong Control

Hierarchy typically prevents **lower levels** of the structure to **flexibly respond** to business needs and market demands.

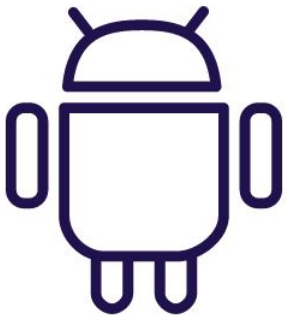


Limited Flexibility



MICROSOFT CORPORATION'S STRUCTURE

Divisional Structure with Focus on
Innovation



FEATURES



Change in organizational structure in 2015



Elimination of approximately 7,400 positions



Productivity and platform company



Divisions according to engineering groups and business functions



SEO, Satya Nadella

Engineering Groups

- Cloud and Enterprise Engeneering
- Office Product
- Windows and Devices
- Technology and Research



Business Functions

- Bussiness Development Group
- Corporate, External, Legal Affairs
- Corporate Strategy and Planning
- Finance Group
- Marketing Group
- HR Group
- LinkedIn
- Worldwide Commercial Bussines



MICROSOFT Organizational Structure



FEATURES of STRUCTURE

Product type divisions

In this characteristic, the company uses product or output as the main criterion for grouping personnel and related resources.

Global corporate groups

These groups are based on the functions essential in the computer technology business.

Geographic segments

These segments are used to group operations in the company's financial reports.

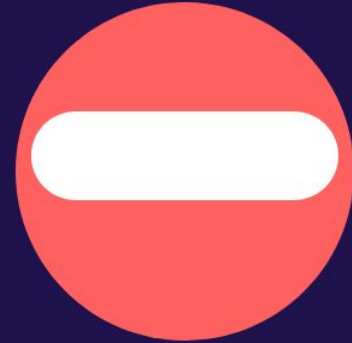
Advantages & Disadvantages



Ability to focus on product development



Contribution to the competitiveness of Microsoft's products



Minimal consideration for regional market differences



**THANK YOU FOR
YOUR
ATTENTION!**



QUESTIONS?

