

Apple is considering two options to improve communication within the company.

**Option 1:** Keep the centralised organisational structure.

**Option 2:** Move to a flat organisational structure.

(f) Justify which one of these two options Apple should choose.

(9)

Apple should choose to keep option 1 as a centralised organisational structure means that only one person (CEO) will be making the decisions therefore the chance of a potential bad decision will decrease and a mistake would prove costly to a company like Apple as the technology market <sup>moves</sup> very fast so a competitor like Samsung would capitalise on it.

Also a disadvantage of option 2 is that employees too often will lack a specific boss to report to, which creates confusion and possible power struggles in among management.