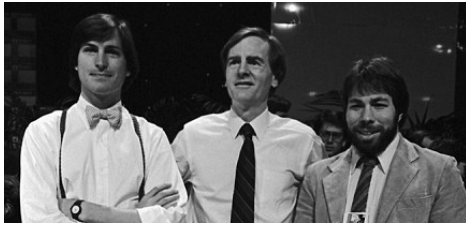


# REVISION CARDS - APPLE

## APPLE



STEVE JOBS      STEVE WOZNIAK  
RONALD WAYNE

Founded in 1976 by Steve Jobs, Steve Wozniak and Ronald Wayne, the company developed one of the first personal computers, called the Apple 1. The early Apple computers, led the way in terms of their user-friendly graphical operating systems, at a time when computers were dominated by IBM and their 'less than intuitive' operating system, called MS-DOS.



## APPLE, INNOVATION AND ICONIC DESIGNS

Apple Incorporated, is probably the most successful and best known international company. It's success is based on the development of innovative software and especially consumer electronics, setting a high standard for competing technology companies to reach. Their corporate logo is one of the most recognisable, along with the Nike logo. Apple have developed a variety of innovative products and over the years, have built up a brand, based on both quality and innovation. Many of their products are now recognised as iconic designs, such as the iPhone, iPod, iPad and their intuitive software operating system, not to mention iTunes.

## REASONS FOR SUCCESS

TRACK RECORD OF  
INTRODUCING TREND SETTING  
ELECTRONIC CONSUMER  
PRODUCTS

STYLISH AND FUNCTIONAL  
PRODUCTS.

OBSESSION FOR DETAIL,  
SOMETIMES OVERLOOKED BY  
OTHER MANUFACTURERS.

EACH PRODUCT IS A BRAND  
IN IT'S OWN RIGHT (iPod, iPad,  
iPhone)

DESIGNED TO BE INTUITIVE AND  
EASY TO USE

A LOYAL AND GROWING  
CUSTOMER BASE

1. When was Apple founded and who were the founders ?      4 marks

2. Describe the type of products that Apple design and manufacture.      4 marks

3. Write three reasons, for the success of Apple products.      3 marks