

Student Name: Yordan Stankov

Blog Commuting

Apple is

Apple, in Cupertino, CA, is the most famous and valuable company in the global environment of business they produce famous digital gadgets. Such as macs, iPods, iPhones also iPads.



Two hackers at young age they created that company in the 1976, those partners names were Steve jobs and Steve Wozniak. Apple 2, they were the first company who Succes to produce in the mass market a personal computer. The Macintosh, which is released in 1984 year, and improving the Technologie of the graphics card user interface also introduce to the mainstream.

The company started to struggle after the Steve got fired from the board of the company in 1985. But Jobs did manage to return in the Apple company in the 1997, they were very close to the edge of bankrupt because jobs were missing from the company, but Jobs did help a lot the company to recover from that situation, by showing them a new Technologie the iPods in 2001

After the company develop iPhones in 2007 and continue with iPads in 2010. As a result of the develop the product the Apple company manage to Increase her profit dramatically the amount of profit was close to \$40 billion in the year of 2014.



Unfortunately, the partner of Apple the famous Jobs died from pancreatic cancer in 2011. And the place of Jobs in Company took the Tim Cook for long time.

The Apple Company close to four decades was the trend setter of Silicon Valley. The Company Apple 2, all Products has been widely emulated such as Macintosh, iPod, iPhone, and iPad if not outright copied by Apple's Competitors.

The Apple company they plan to Focus on the users' experiences in to see the users how much they were satisfied with the product and how much useful are to them, and Apple did success in that big part. Apple, they give more attention and, they put more effort in the design of product, and they like it to build all parts of product hardware, software, also online services. That helped the Apple to build some of the best elegant and easier for use products that they ever made.

Apple had one of the first computers which achieve large commercial success. Designed By steve Wozniak in 1977, a very good engineer twenty-six years old with talent in packaging design because he did pack a lot of factual in small and affordable package.



The two partners of apple II Wozniak and steve jobs they did work in different departments Steve was successful in sales and Wozniak in the design. At that time was customary for the PCs to be sold together with the keyboard accessories only the power supply was sold separately. This method had the I Apple of their first product, Jobs figure out that the sold of the apple I effected negative the company by limiting the potential in the market. The Apple company had a new idea, they develop the design of the product making it more attractive which is a plastic case comes with integrated keyboard and sold it in high price which is \$1298 to \$5000 in dollars 2014.

But. The Apple II had a hard time because of the many companies which has some big professionals in the computers which customize some of the most power full computers DEC and IBM, The Apple wasn't enough useful because those big companies decline them saying that the Apples computer had very low power like a toy. The Apples computer could be used for writing and running a basic programming language the main part and the, and the disadvantage was the missing of the virtual and the software because they didn't develop it then.



After a programmer which he's name is Dan Bricklin, he helped with the missing software in 1979 although made a VisiCalc spreadsheet program it was the first one for the Apple II company.

With That program the VisiCalc the company Apple II Manage to become one of the firsts PC Which had a very seriously purpose in the business so successful they increased the selling products of the Apple dramatically.

Reference

Timothy B. Lee (Sep 9, 2015, 10:17pm). How Apple became the world's most valuable company. Retrieved from <https://www.vox.com/2014/11/17/18076360/apple>

Till 1993 the company Apple II keep on with the sales of the computers in the market, so the sales of their computers have achieved the number of the five million Apple 2 computer on the market when the produce of computers Macintosh stopped totally, Apple II became well known in the market on the educational field because those computers was very useful for the students to learn and understand a programming language, so the schools bought many computers of Apple II

Thousands and hundreds.

What was Macintosh



The Apple company sales personal computers from 1984 and they name those computers Macintosh or Mac but the computer who was the first successful in the market the true Macintosh that computer was able to use a graphics card interface Gui Although they sold in high price, but the price was based on which mouse has in and cost from \$2495 to \$5700 in 2014.

Some of the programs that had the Macintosh computers like windows, icons, menus ware developed at Palo alto Xerox technology which was in a Center Research in 1970s. But Steeve Jobs saw that the Xerox they didn't intend to invest their product on marked so he kept a sample of Xerox technology for the engineers to work on it.

The first Macintosh with small black and white display but didn't have a hard drive and the computer power was very low just to run the graphics software Although all those limits the first computer of Apple was remarkable. After Apple releases new models which was far more powerful and develop a

colour in the new computers, so the name of their devices from Macintosh became Macintosh II at 1987.

After Apple invest in the innovation of Mac computers graphics card this but some company who does mimics saw the improvement of Apple and because of the Microsoft which was very helpful for the company, so Apple manage to create their first windows on the Mac computers Although Apple created their windows in 1985 it wasn't their ideas, so they took someone Else's ideas which was Macintosh pioneered so the company did steal the ideas through the Microsoft and the Microsoft did prevail in their decision on 1994.

After Apple company review in public in 1985 a new and remarkable computer a desktop which was very famous for the desktop devices but also those new mac computers have a powerful graphics card although those superb machines the company give together with a mac and one budget laser printer and including the amazing software which with this software, they could be used for design much better from others computing machines that's why many programmers' graphical designers preferred



And in those present days Apple develop the laptops which named them **MacBook Air** and the Desktop **MacBook Pro**, and they started selling them on the market so on the Desktop category they combine the monitor in the display and also many tools all in one device that category of computers was on Desktop and named them **iMac** but also for some customers who required more powerful device so Apple provide them for this situation the **Mac Pro** but the price for that Device was High although all those apples successful devices the product that achieve many sales on the market was a small computer Mac of Apple the mini mac which the number of sales was dramatically increased up to twenty million macs in 2014

Before Apple company when they produce in the market the first computer of their company which was the Macintosh in 1984, they had the best advertise because that advertise has a very important message for the computer's technology in that year and the message was that the Apple bring the evolution of computing in the market so in 1984, they improve dramatically the computers technology. In the ad showing a woman which rebelled versus the police, so this means Apple Conquer the computing industry. So, this Advertise of the Macintosh showed in the country only one time at the super bowl, after they manage to develop the advertise with iPods

Apple in 1980s feels about Wozniak and Jobs Steve who created the company they had hard time managing it so Apple saw without a reason that jobs steve couldn't handle the responsibility of a director because of he's age, even he was intelligent so the dismissal of steve jobs was a tactic to increase the company's revenue.

After jobs took a member of the Pepsi company named Sculley John giving to him one of the biggest opportunities of he's life to be a director of Apple by telling him that he can do amazing things for the world and became famous instead of being just a simple seller of water with sugar

