History Of The Intel Corporation Essay, Research Paper

History of The Intel Corporation

The Intel Corporation is the largest manufacturer of computer devices in

the world. In this research paper I will discuss where, ehrn, and how Intel was

founded, the immediate effects that Intel made on the market, their marketing

strategies, their competition, and finally, what Intel plans to do in the future.

Intel didn’t just start out of thin air, it was created after Bob Noyce

and Gordon Moore first founded Fairchild Semiconductor with six other colleagues.

Fairchild Semiconductor was going pretty well for about ten years when Bob and

Gordon decided to resign because they were tired of not being able to do things

the way they wanted to; they proceeded to establish a new integrated cicuits

electronics company. Gordon suggested that semiconductor memory looked

promising enough to risk starting a new company. Intel was born.

Intel made quite an impact on the industry soon after it was founded.

The sales revenues jumped enormously through Intel’s International exspansion to

many countries including Europe and the Phillipines in the early 70’s. From

1969 to 1970 Intel’s revenues went up by almost four-million dollars! Today,

Intel is one of the biggest companies pulling in billions and billions of

dollars each year.

Intel has had many factors over the years that has allowed it to

monopolize the computer industry thus resulting in small competition. First of

all, Intel is almost 25 years ahead of it’s competitors. Therefore, most

companies are just starting out and have little or no effect on Intel’s sales.

Another reason is obviously Intel’s reputation. They have built up such a

standard of excellence that when someone hears the word Intel they think high-

quality.

Intel’s popularity, reputation, and revenues are a direct result of

their marketing strategies. Again, one of the most important factors that has

made Intel so sucessful is their reputation that has been built up since they

started. The Intel Inside program which was launced in May of 1991 was a

promotional campaign that placed the Intel Inside Logo on all computers

containing the new 486 processor. Clever and effective advertising has also

increased Intel’s popularity. One of the most popular commercials advertising

the Pentium processor shows a fly-through inside a computer then it scans down

showing the Intel Logo on the processor.

Intel definately has a very bright future ahead of them. By continually

creating faster and more advanced processors and other computer components.

They are always one step ahead of the competition which makes them a leader.