|  |  |  |
| --- | --- | --- |
| Describe one event that had a positive or negative effect on Apple. | Explain if the event had a positive or negative outcome for Apple and why it was positive or negative. | To what extent did Apple control this situation (internal factor) and to what extent did outside forces control this situation (external factors). |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |