



BRANCHING OUT

In the past few years, Tandy's name has become a familiar sight in the high street. But the company's development spans over 50 years, from being a small supplier of electrical components to one of the world's largest retailers of microcomputers, as well as stocking a wide range of other domestic electronic goods.

The Tandy Corporation, through its retail divisions, Tandy and the American Radio Shack chain, has 392 computer centres and over 5,500 retail outlets in 76 countries. The company owns 29 factories that supply equipment for sale under the Tandy and Radio Shack brand names.

Tandy did not start life as an electronics retailer. It was founded in 1927 by Norton Hinckley and David Tandy as the Hinckley-Tandy Leather Company, a supplier of leather to shoe repairers in Beaumont, Texas. The first move towards becoming an electronics giant began in 1963 when David Tandy's son, Charles, decided to expand the business, and bought a part share in a floundering Boston-based company called Radio Shack. This company had been operating since the twenties as a small-scale supplier of electrical components to radio hams and other electronics enthusiasts. Although it did most of its business by mail order and had a total of nine shops in the Boston area, it was making large losses. By 1967, Charles Tandy had managed to transform the company's losses of \$4,000,000 into a profit of \$20,000,000.

The next significant step was when Tandy took over a chain of department stores called Leonards

in 1970, which gave it a foothold in the electrical consumer goods market. This area has now been developed to the point where the 1984 Tandy catalogue features 2,625 non-computer items, ranging from resistors to hi-fi equipment and synthesisers, and 396 computer products.

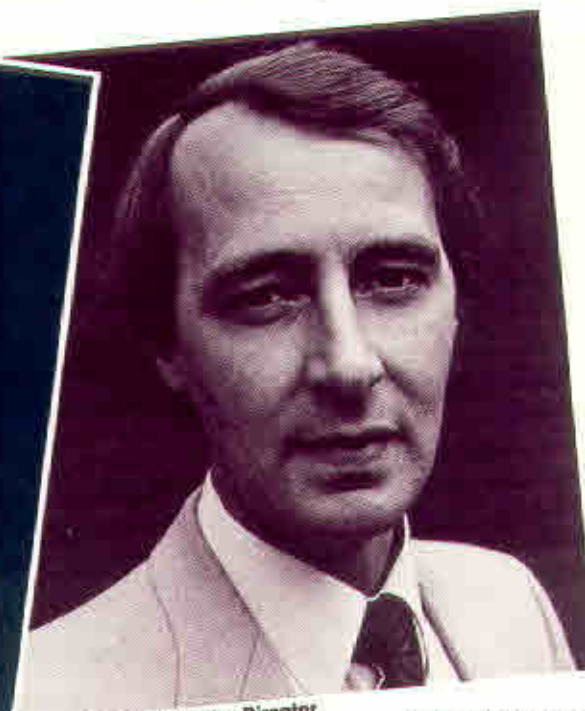
Tandy arrived in the United Kingdom in 1973 and quickly established itself in the high street as a retailer of electrical goods. In 1978, when the TRS-80 Model I microcomputer was launched in this country, Tandy had 120 stores. By 1983 the number had increased to 227 retail outlets throughout the country. Twenty-six of these are computer centres, specialising solely in computers, software and peripherals.

The Model I established Tandy as a top computer manufacturer. It is a single-board machine with a Z80 microprocessor, at least four Kbytes of RAM, and a black-and-white screen with low resolution graphics. Disk drives are available and users can even run the CP/M business operating system on the machine.

Tandy's line has been kept up-to-date ever since, although it has never recaptured the market dominance of the Model I. The company quickly moved into the business micro market with its Model II and currently its range includes the Model 12 and Model 16, both of which are 16-bit machines, as well as a new IBM PC-compatible called the Model 2000. Model I computing moved upmarket with the Model III, which can be regarded either as an expensive home computer or as an economy business machine. Tandy has replaced the III with the Model 4 (and its portable version, the model 4P). These have better business facilities, but retain compatibility



John Sayers, UK Marketing Director



Vince Moore, UK Sales Director