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Case study: Hewlett-Packard - Any chance to beat its global competitors?

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GRIN Verlag Jul 2009, 2009. Taschenbuch. Book Condition: Neu. 213x149x18 mm. Neuware - Research paper from the year 2008 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, University of applied sciences, Munich, language: English, abstract: HP is an international giant in the information technology industry. The company offers a wide product portfolio from personal computers (PC), notebooks, serves, storage, printers, scanners, and digital camera to IT services. The company features a phenomenal growth history and has developed from a 'garage' with a working capital of $538 in 1938 to a leading global provider with $100 billion revenue. However the global competition becomes fiercer today and HP has to face with different competitors in all business segments. Can HP continue its success story and beat the global competitors This question will be tried to answer in the present study. In this study the internal and external environment factors effecting HP's business are analyzed. Thereby industry's economic features and competitive environment, e.g. market segments, market size and growth, trends, competition, and driving forces are studied. Moreover, the SWOT of HP and its biggest global competitors as well as financial performance of HP over the last three business years...

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