

Google company swot analysis



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BUSTER**

As one of the top Fortune 500 companies in the Internet Services and Retailing business industry, The Google Company has a great mission/vision statement. Google's mission/vision statement is " Google's mission is to organize the world's information and make it universally accessible and useful. ", (www. Davechafeey. com). They live up to these words in many ways, not only giving their customers what they want, when they want , but providing the world with one the best search engines ever known to man.

From children in elementary schools, just learning to work on a computer to find their favorite game site, to the elderly wanting to research their medication, customers use the Google search engine to quickly find the site that will provide the information or answer they need. In analyzing Google's competitiveness within the Internet Services and Retailing business industry, Google has some tough competition. With the much improved search engines that have been released by Yahoo & Microsoft these new products may surpass Google and capture the market Google currently enjoys.

Google's culture is one of fun, yet professional. Their corporate office is located in Mountain View, California. Its employees enjoy a facility filled with great work spaces and gadgets to help stimulate creativity. Some of the items they enjoy are cafe stations, snack rooms, exercise rooms, game rooms with video games, foosball, pool tables and Ping-Pong as well as a baby grand piano. (www. computer. howstuffworks. com).

Google does not reveal its long range plans as it does not want to reveal this information to its competitors. Google allows its employees to invest 20% of their time to their own personal projects as long as the project are relevant to Google's current or future projects. As employees " play", they discover

better ways and new innovations that result in Google's future successes.

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