

Example of case study on google value chain analysis

[Business](#), [Company](#)



Google Inc. is a quite a young company that has grown in leaps and bounds within the six years it has been in existence. It was established with a mission to organize world information and make it universally accessible and useful. It is a mission it has achieved tremendously and even extended to levels that were not imaginable in the very beginning. Within the short duration of time that Google has existed, it has been able to gain a lot of popularity and usage. It has set a benchmark for other search engines to compete. Its popularity has brought extremely high monetary returns to the company upon which it currently thrives.

The company shares were selling at \$85 per share and three years down the lane, the value of a single share plummeted to \$750. The company in its first five years of recognizable operation since 2004 has recorded increasing revenues year in year out. Currently Google stands to boast in the excess of \$25 billion per year. This capital base has been crucial in its current operations. It is important to realize that in the years after 2007, Google experienced a slowdown in revenues mainly as a result of the economic crisis that had hit the European and American markets.

The company has been able to use the revenues to expand its services. While some of these services are a product of its developers, others have been acquired from the original owners and are currently trading under the Google brand. The range offer services it has acquired include, search engine and personalization, Applications, Clients such as Google chrome, Google Geo, Google checkout, Android and Google Mobile and Google Labs. This has made the company stronger in the market and is ranked among the companies boasting a large pool of users and advertisers.

97% of the company's revenue by 2009 were from online advertisements. The company has based its growth and sustainability on other services mentioned above so that it can be cushioned from total breakdown of its operations in case, online advertisements regulations change in future. The secret behind Google's success has always been to protect its trademark. Google also credits its success to the approach it has handled its employees. They have been given an open and collaborative platform upon which innovations have been easy to come by. It has shunned away from the conventional relations between a firm and its employee, luckily to its advantage. Figure as at 2009; indicate that the company had in excess of 19, 835 employees with the majority involved in research and development. A larger percentage too, has been involved in sales and marketing with the remaining group involved in general and administrative functions and operations.

Google has not survived without hardships and has severally been forced to limit access of its content in some areas solely because of the differing privacy laws across nations and government censorships. Thus its growth has variations depending on geographical location, cultures, and languages across nations. Despite this, the company has not stumbled; it is launching and acquiring new products and services on a daily basis.

Works cited

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