

Case study

[Business](#), [Management](#)



The Hewlett-Packard Company a. Introduction Headquartered in Palo-Alto, California, The Hewlett-Packard Company (HP) is a multinational information technology corporation. This company provides a variety of technological products including software solutions and many other services. This company's founders are William Bill Redington Hewlett and Dave Packard. Since the year 2007, HP has been the leading computer processor manufacturer. However, it has received constant competition from the Lenovo manufacturer in China. The company specializes majorly in the manufacture of networking software, computing and storage devices, and industrial servers. HP had am merger with Compaq in 2002 and other companies that enabled it to register combined revenue of \$ 118 billion in 2008 (Malone 23).

b. Background

In 1935, the two owners graduated from Stanford University with degrees in Electrical engineering. This company started up in a garage near Palo Alto, with an initial capital amounting to \$ 538. However, it took some time for the company to go public until November 6, 1957. In the early years, the company had not focused into the production of only a single type of product. It diversified on different produce such as different electronic equipment and even did some agriculture. It was until 1990s that the company specialized in the production of voltmeters, signal generators, oscilloscope, and thermometers among others. As years went by, HP participated in the introduction of a lot of new software in the market. In 1984, HP produced an inkjet and laser printers to use in conjunction with the desktops in the market. Until today, HP remains the leading innovators in the

software world (Malone 19).

c. Culture

The HP Company runs in a unique way, and the style now called the HP way. This involves key ideologies that the co-founders of the company ensured prevailed amongst their employees. These key ideologies include; respect for all individuals, focus on high goals to achieve, always conduct business with high integrity, achieve all the common objectives with the help of teamwork, and are always flexible and innovative in their work (Malone 64).

d. Government Policy

The Government allows the company to operate as a technology producer company. It gives the company mandate to produce software in a standard manner while being under the normal regulations agreed upon by both parties (Malone 9).

e. Business opportunities

The HP Company enjoys profits from the manufacture of modern equipment as mentioned earlier. These modern technologies are for different usage for different people. The company makes gaming gadgets, TVs, laptops and many more thereby targeting the entire market. Through these products, HP has generated billions of dollars in profits each year making it a successful company. With these increased profits, HP purchases other related software companies to invest in them. Since the current economy relies so much on the use of technology, the HP Company has an opportunity to supply the market with equipment to satisfy the large demand for technology (Malone 166).

f. Environmental Implications

Doing away with electronic and technologies from the environment is rather difficult. This is because the materials in use are non-biodegradable. Wastes from these materials pollute the environment in an alarming manner (Malone 134).

g. Economical Implications

Technology firms are one of the most successful business types. The HP Company has helped boost the economy of the country to great lengths. Hp, as a multinational company, exports products throughout the country boosting trade (Malone 167).

Work Cited

Malone, M. S. Bill & Dave: How Hewlett and Packard Built the Worlds Greatest Company. New York: Penguin, 2007. Print.