

One laptop per child

[Business](#)



Microsoft, Intel, and other leading for profit companies are interested in low cost computers for the developing world, because they want to enhance computer awareness all over the world. Developing countries suffer from computer illiteracy, as most individuals cannot afford computers that would help them learn. This has motivated these companies develop low cost computers that could be easily bought by the citizens of developing countries who earn lower incomes.

According to Bitter & Legacy (2008), schools would be able to purchase more computers that would facilitate learning in the respective institutions. All these efforts ensure that computer literacy has spread all over the world. Thus, more individuals would be motivated to buy computers enabling the companies earn revenue. Therefore, the companies are interested in low cost computers, to ensure that computer knowledge is accessible in the developing countries. The companies provide low cost computers in developing countries to enhance the adoption of emerging technologies. The world of technology keeps on changing hence giving rise to the need for continued computer acquisition.

This would ensure that the different systems in such countries operate according to the required international standards. For instance, businesses would operate more efficiently with computer technology enabling such countries to move from the high levels of poverty and compete with other developed countries. Miller, Vandome, & McBrewster (2009), assert that the cheaper computers would form part of technological advancements in the developing countries hence boosting their economic developments. The provision of lowcost computers to the developing countries is vital, because

it would open such countries up to investors because of the high level of technological dealings. I agree with Negroponte's decision to collaborate with Microsoft. The step is vital, because it would enable Negroponte increase the number of computers available for the project.

The disappointing sales that arise because of production of low volume would be reached because of a larger base of production. The decision is wise, because it would help Negroponte avoid disappointing sales in the future. In addition, the Negroponte would be able to minimize its operating costs, because Microsoft covers some of the costs. Books & LLC (2010) asserts that he would be able to serve the targeted areas better and ensure that each person can access the computers, because of the financial support arising from the collaboration with Microsoft. The larger demand for computers by developing countries would be easily cater for averting any looming delays.

The partnership would be vital in ensuring that Negroponte remains stable in the supply of computers all over the developing countries. Negroponte's decision is wise, because the quality of its computer products would enhance. The computers produced would be of a higher quality hence Microsoft is an internationally established company with the required level of technology. The appropriate quality would ensure that Negroponte distributes the required quality of computers to the developing countries. This would enable the company to remain stable and promote the exercise easily because of the developing computer companies' customer loyalty.

The companies hence ensuring distribute high quality computers jointly. Anderson (2009), asserts that this is vital, because it would ensure that the computer distribution project attracts other well-wishers who would be able to support the provision of computers. The thinking behind the give one gets one promotion strategy is that an individual can receive the designated item, if he is able to give out a small amount of another item. The promotion strategy focuses on paying individuals who are always willing to give out the little that they have. It is a vital strategy in ensuring more individuals are drawn towards a given product because of the attractive awards given.

It is a quality marketing idea that ensures the company can sell out its new products and existing products to potential customers all over the world. Miller, Vandome, & McBrewster (2009), intimate that the strategy works like an exchange for a more attractive gift from the respective company. It is an excellent idea, because it woos more customers towards purchasing the company's products. It effectively markets products and the company thus, ensuring that they achieve customer loyalty. In addition, the exercise of rewarding customers is attractive, because it benefits the company from the enhanced customer knowledge.

Anderson (2009), reports that the “give one get one” is efficient, because it can reach wider areas among customers from different regions. This would be effective in increasing the company's distribution level in the entire world. The developing countries would be able to benefit more because of the improved and cheaper dealings using such a strategy.