

Assessing strategic options for the organization commerce essay



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One of the ways to better the organisation is have a good planning. HP is a big organisation in the universe among their rivals ; therefore they need to hold several schemes to keep the repute of the organisation. HP used a batch of schemes, such as merchandise development, variegation, meeting or partnership with other company and public relation.

HP will be a well known company is because they understand the market truly needs and willing to carry through the demands. But HP besides has a batch of the rivals who appear in the available market. Therefore, the merchandise development is one of the of import strategic that HP used to convey their merchandise out of their company to the market and easy develop to other state and go internationally good known. HP besides will do research and study on several societal groups to understanding the behaviour and demands of the purchasers, providers or even the stakeholders before their running their program and bring forth a new merchandise. HP Company ever meets their client 's satisfaction. At the same clip, they besides keep on focal point on their merchandise quality to protect company 's repute and presentation and do certain their ever have strengthen against their rivals.

Besides that, HP besides realizes that to run a concern is non merely to gain net income for company but it besides has to convey benefits to the market and peoples. Nowadays, engineering is so advanced and develop good, is wholly different from last clip or every second, which means that the computing machines is one of the importance devices to people pass on together. Since it is show the of import, so it must hold a batch of IT

Company will come in to the market. At the engineering field now, HP has
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tons of the rivals such as Dell, Acer, Toshiba, and Asus and even is Apple. HP had realized that the lone manner to last at the market is outstanding, originative, and forte to pull the consumers.

HP had carried out variegation procedure to form their merchandise.

Diversification means maintain on altering a batch on their merchandise every 2nd, more picks and more options to be choose. For illustration, HP produces little laptop which called netbook to the market. This new merchandise have success attracts a tons of the people due to the design and convenient which the size of the netbook. Besides, HP besides introduced the LaserJet Printer to the market, and this pressman became the company 's most successful merchandise of all time. The LaserJet Printer had change the old pressman printing manner which decelerate and more ink to used. HP besides develops their merchandise to scanners, digital cameras and others.

. HP has successful lines of pressmans, scanners, digital cameras, reckoners, PDAs, waiters, workstation computing machines, and computing machines for place and little concern usage computing machines ; many of the computing machines came from the 2002 amalgamation with Compaq. HP today promotes itself as providing non merely hardware and package, but besides a full scope of services to plan, implement, and back up IT substructure. HP besides builds partnership on articles and books sing planetary citizenship. This partnership helped to increase the apprehension of planetary citizenship issues are perceived by clients.

Last but not least, the public relation that HP used to construct strong bonds with their clients. HP created a web site and a call centre for clients. By holding web site and call centre, HP can easy acquire feedback or any ailments from clients. At the same clip, there have specific people to responses to the enquiries and client 's uncertainty. This will assist to increase the competitory advantage excessively.

As of 2008, Hewlett-Packard has made a sum of 116 acquisitions since 1986. Its first acquisition was the F. L. Moseley Company in 1958. This move enabled HP to come in the schemer concern, which was the predecessor to its pressman concern today. In 1989, HP purchased Apollo Computer for US \$ 476 million, enabling HP to go the largest provider of computing machine workstations. In 1995, the company bought another computing machine maker Convex Computer for US \$ 150 million. In 2000, HP spun off its measuring, chemical and medical concerns into an independent company named Agilent Technologies. The company 's largest acquisition came in 2002, when it merged with Compaq, a personal computing machine maker, for US \$ 25 billion. The combined company overtook Dell for the largest portion of the personal computing machine market worldwide in the 2nd one-fourth.

Since so, watercourse of acquisitions strengthened HP place in the package concern. The largest package company purchased during this clip was Mercury Interactive for US \$ 4. 5 billion. This acquisition doubled the size of HP 's package concern by US \$ 2 billion in one-year gross. The bulk of companies acquired by HP are based in the United States.

5.0 Key Selection Criteria

Problem

Resolution

The Development Costss

Lack of capital

Hazardous to put

Looking for more investing

Partnership is encouragement to turn rival to members

Time to Let go of New Product

Time limited

Release early

Looking best planning

Have great appraisal of clip

Product procedure on the program

The Knowledge Worker

Lack of cognition and experiences workers

Internal preparation

Promote possible worker

Willing accept older but experiences workers

The Challenges (Smart phone)

Less advantages against rivals

Lack of deeper development

Create new merchandises

Create ain smart phone but have more forte

HP tried many schemes to better the organisation. Before that, HP was truly success among their rivals, but they besides had faced a batch of jobs and troubles excessively. Which is include the cost that needed to transport out all of the development and opportunities, the clip restriction, the sum of the employees need and the stronger or new rivals that easy come ining the market. HP has to confront all of these jobs and challenges before they success in their program and running their concern in the hereafter swimmingly.

First of wholly, the development cost is a immense job that may impact the choice of schemes. A company ca n't run concern and development their merchandise without costs and capital. Costss need to be counted before the program is carried out. Will this program dearly-won and may working? Will this program bring us net income and profit? Therefore HP had decided to unify with Compaq to cut down the cost needed. Besides, HP besides may

portion the engineering and IT cognition between both of the company and bring forth the best merchandise enter to the market.

Presents, people ever say the clip is precise ; hence, clip bound might be one of the major jobs that HP has to confront during the procedure of choosing the strategic used. In the concern epoch, everything demand to done or complete fast than their rivals. If a program need longer period to accomplish, so it will impact the production straight which slow down the production of the company and do a company lose and lost the opportunities. At the same clip, the rival may derive advantage during the period.

The other standards that might impact the schemes will be deficiency of the professional at certain subdivision. HP is a big company that produced engineering electronic. This means that they need a batch of the professional and experient worker to run the company. As we know this is non easy to acquire those worker who truly first-class in this sector. Therefore, this might be one of the barriers that affect HP to transport out their schemes.

Last, HP had faced a large challenge now and future which is the smart phone has gain the topographic point in the market and it may replace laptop and desktop. The larger smart phone company, Apple Company is the stronger and largest rival to dispute HP. Nowadays engineering is so beforehand and develop faster, so that most of the people holding a mini laptop but iPhone and iPad which Apple company merchandise had change the construct of cell phone. The Apple merchandise is perfect plenty with its

design, quality of the merchandise, convenient and multipurpose. For illustration, iPhone is non merely a phone, but it can work like a computing machine, such as entree to the cyberspace, do the paperwork which use Microsoft Office and play games. It wholly similar to laptop but it is little and convenient. On the others manus, HP merchandise have nil alteration and develop or evolution much specially is size of the laptop.

6. 0 Recommendations

Based on the standards stated above, the recommendations for HP is focus more on merchandise variegation. Nowadays, the people will maintain on looking new and beforehand thing, specially is IT merchandise. The clip is traveling every 2nd, so the IT merchandise besides should alter and develop every second every bit good. For illustration, Apple Company is a success company which develops the Mac desktop to Mac Book and now the iPhone and iPad is come ining to the market. They keep the traditional of their operating system but maintain altering the size of the merchandise. At the same clip, Apple Company has added more new and beforehand systems of the merchandise. HP is recommended to larn from Apple Company due to the merchandise variegation. Besides, HP besides may make something new than other rival is non bring forth. New fresh merchandise will ever pull people and it may increase the company repute every bit good. For a company, merchandise variegation may alter their company repute and be strengthen among the rivals. 'We unrecorded to larn, we live to alter ' .