

Hewlett-Packard Company Synopsis

Introduction

HP Inc. Company was incorporated on 11th February 1998 (Hong Chung, Gibbons & Schoch, 2006). It is among the leading producers of personal computers and other mobile devices, printing and imaging products. The company operates in are the corporate investments, printing, and personal systems segments. It sells its products to large enterprises, small-and medium-sized businesses and individual customers, also to customers in the education, health and government sectors. The vision of the company is to see the change in the market as a growth opportunity and use the available resources and ability to provide innovative solutions, products, and services that satisfy the needs of the customers. The mission, on the other hand, is to develop and produce products, solutions, and services of the best quality and deliver more valuable products that earn the customers' loyalty and respect (Khalifa, Alsaied, & George, 2016).

Economic Forces

The company has a cultivating global economy will develop the said target market. Consumers of the products might be encouraged to use disposable income on competitors' products. The company as well has to build a brand presence in the external market in China and India. The threat facing the company is the unexpected change in the economy that can result in enormous losses.

Legal and Regulatory Forces

The company has a well dedicated legal team that can react quickly. The company also faces a constant litigation that is related to intellectual property. Additionally, it has created a system that can rapidly patent new technologies that are developed. The threat faced by the

company under these forces is the potential future lawsuits that largely regard regulations and antitrust regulations on technical products (Dey & Sircar, 2012).

Trends

There are several trends that are being witnessed in the company making it competitive in the marketplace. The company is using employees with tenures for promotions. Ongoing service to improve customer service, case study for employees' salaries, and focusing on number one service has enabled the company to beat all competitors (Dey & Sircar, 2012). Enabling the customers to choose on their own has a positive impact on the customer decision to buy the new property. The company has made a continual effort to maintain a high level of organizational culture. The company has additionally made strategic measures to ensure that it has a strong security against cybercrime.

New regulations are expected that they will have an impact on the technical products. The global advertisement plans are in motion to attract a larger market share. The sector is also not out since the economic conditions are on a solid path of recovery in the US (Johnston & Bate, 2013). Production of mobile devices that are becoming far more important than personal computers is another current trend in the company. The company is also undergoing a new diversity on the departments and products. This trend will constantly keep Hewlett Packard and the new product in discussion among customers and competitors. Finally, there are ongoing opportunities with options for recycling, making the competitive advantage of the company grow rapidly and more so because it works with web technologies (Johnston & Bate, 2013).

How the Company Adapts to Change

The company has established many strategies of adapting to the change in the technological market. The fact that it operates worldwide, with a network of more than 250,000

partners, HP utilizes its powerful ideas to make technology work for everyone and everywhere. The slogan of the company is to invent, develop and offer amazing products, services, and solutions. The motto also being 'to keep reinventing' means that both the strategy of operation and the ability to reinvent by launching new items, like the thinnest laptop, are sound. The ability to sell solutions and not products alone is also another thing that helps the company adapt to any changes that can arise. Additionally, the company provides complete solutions for customers and partners through the integration of the devices, services, and supplies (Hong Chung, Gibbons & Schoch, 2006).

HP's Supply Chain

Since its foundation, the company has been a pioneer in most technological products and has provided the most innovative products that exceed the expectation of the customers. It went ahead to continue the legacy by making that the customers can access its products easily and conveniently. It established the customer's e-commerce that strengthened the customers' relations as well as increasing the revenues. It also launched an online store in 1998 that boosted the revenues greatly. There is also the use of direct distribution channels that involve addressing the customers' growing desire to be able to order the products they need through the internet. Their website is known as hpshopping.com and has led to a larger sales' share, increased the relationship with clients and improved the existing retail distribution network. The company also supports transportation operations through an event-driven process to improve the management of information (Dey & Sircar, 2012).

Issues Faced By the Company

Among these issues is the threat faced by the growth and profit goals of the company caused by the modernization and rationalization initiatives. This issue led to the erosion of the

outsourcing revenues that could be earned by the company. The hypothesis that surrounds this issue is that the company's revenues will go on diminishing because of the mentioned challenge. Competition from other companies in the IT industry is also a challenge to the company. For instance, when Lenovo bought x86 PC server business from IBM, it gained a more competitive standard compared to HP company. This challenge drove the company to improve its server to Proliant x86 line business, an undertaking that was not that easy to be established. The hypothesis here is that the company has to make its server the best always to remain in the best position (Khalifa, Alsaïd, & George, 2016).

Conclusion

Regardless of the fact that their vision and mission remain intact, the Hewlett-Packard group is the basis of their future destination which actively describes their strategy. The company has remained clear to their direction for the purpose of developing their momentum. Providing their customers with high-quality services, products and solutions are the vision of Hewlett-Packard. The company has a vast knowledge of its customer's likes and dislikes before deciding on what to take to the market (Johnston & Bate, 2013). Through clear definition of the company's strategy, Hewlett-Packard can realize the truth. This truth is in the company's new era in cloud computing that is aimed at developing their lost reputation and creating a new relationship with their potential customers.