

TECHNOLOGICAL UNIVERSITY DUBLIN

A Case Study on Google

by

Danyil Tymchuk

A case study submitted in partial fulfillment for the
IT Business Management Module



in the
School of Digital and Data
Department of Informatics and Cyber Security

March 2025

Declaration of Authorship

I, Danyil Tymchuk, declare that this case study titled, ‘Case study on Radius’ and the work presented in it are my own. I confirm that:

- This work was done wholly or mainly while in candidature for a research degree at this University.
- Where any part of this thesis has previously been submitted for a degree or any other qualification at this University or any other institution, this has been clearly stated.
- Where I have consulted the published work of others, this is always clearly attributed.
- Where I have quoted from the work of others, the source is always given. With the exception of such quotations, this thesis is entirely my own work.
- I have acknowledged all main sources of help.
- Where the thesis is based on work done by myself jointly with others, I have made clear exactly what was done by others and what I have contributed myself.

Signed: Danyil Tymchuk

Date: 14/03/2025

Contents

Declaration of Authorship	i
1 Introduction	1
1.1 Overview of the company	1
1.2 Purpose of the case study	1
1.3 Key aspects covered in the study	2
2 Company Overview & Market Positioning	3
2.1 History and Background	3
2.2 Mission and Vision Statement	4
2.3 Products, Services, and Target Market	4
2.4 Industry Position and Competitors	5
3 Business Strategy & Competitive Advantage	6
3.1 What Makes Google Unique?	6
3.2 Leadership vs. Follower in the Industry	7
3.3 SWOT Analysis	7
Summary of the SWOT Analysis	7
3.3.1 Strengths	7
3.3.2 Weaknesses	8
3.3.3 Opportunities	8
3.3.4 Threats	8
4 Corporate Culture & Organizational Practices	9
4.1 Work Culture and Innovation	9
4.2 Google’s Corporate Ethics and Challenges	10
4.3 Best Practices in IT Corporate Culture	10
5 Future Growth & Strategic Planning	11
5.1 Key Areas of Growth	11
5.2 Sustainability and Ethical AI	11
5.3 Challenges for the Future	11
6 Conclusions	13
7 References	15

Chapter 1

Introduction

This Case Study is about Google. History and overview of the company, industry position, and market position. SWOT analysis and business strategy, also about what makes Google one of the best places to work, the ethic and culture of the company to employees.

1. Overview of the company.
2. Purpose of the case study.
3. Key aspects covered in the study.

1.1 Overview of the company

Google is a tech company that creates a lot of staff, but the main product is the search engine. The most popular and innovative engine. They also have a lot of other popular products, such as Chrome browser, Chromebook laptops, and the Android operating system. That makes Google a big player on the tech companies race.

1.2 Purpose of the case study

I just looked for a tech company, that would be interesting to write about, and also a famous one. So why I choose Google, but not another big and famous company? I could choose Apple, Microsoft or NVIDIA. Yeah they also big, cool and famous, but for me, google is more important for me because I come across this company's products more often in my daily life.

1.3 Key aspects covered in the study

Starts with a bit of history, it is important, to know the history. What is the company it is? Mission and Vision of company. Also about what makes Google, Google? Quick SWOT Analysis. How good to work in Google, corporate ethics, and best practices in IT corporate culture. And finalize this with thinking about the future.



FIGURE 1.1: Image of Google Logo

Chapter 2

Company Overview & Market Positioning

2.1 History and Background

Everyone know this trillion-dollar company, but how does it starts?

Two friends, 4th of September 1998. At this time the Google company was founded by Larry Page and Sergey Brin. But this not the begin, lets move a bit before. Larry Page and Sergey Brin studied in Stanford University. Being the computer science PhD students, the idea about "googol" came to them.

They wanted to organize the world's information, to make it universally accessible and useful. So they created the PageRank, the algorithm that rank the page based on the relevance. This was a revolutionizing search engine.

Google grow quickly, so in 2004 they decided to become a public company. Now they are no longer the private company, the IPO help them to attract more investors, and any who interested in buying stocks. This gives a lot of money to them, rising over \$1.6 billion.

Today, Google the most popular search engine in the world, holding over 90% of the search engine traffic. The most popular and the most often viewed website existed. For a last couple of years this company expanding into AI, cloud computing, and digital advertising, making it one of the most influential tech companies in history.

2.2 Mission and Vision Statement

Google's mission statement is:

- “To organize the world's information and make it universally accessible and useful.”

This reflects Google's core focus on searching the information and websites in the most easiest way. Provide the most relevant information for the user, based on google's searching algorithms.

Google's vision statement is:

- “To provide access to the world's information in one click.”

This aligns with Google's efforts in speed, accessibility, and algorithms for best possible experience. Provide the most relevant websites on the first page, that is probably what you have in mind when you hear about getting information in one click, so you don't need to make a lot of moves to get what you want.

These statements guide Google's innovation, and this keeps Google on the right track.

2.3 Products, Services, and Target Market

Google offers a lot of different products and services. For users: provides Google Search, YouTube, Google Drive, and a bunch of other products; for developers: Google Cloud, Android Studio and Android API, and much more.

The main product on the Google is still the Google Search, which allows to browse the internet for information and websites.

But also have a lot of other products:

- Advertising: Google Ads, Google Analytics.
- Cloud Computing: Google Cloud, Google Drive, Google Workspace (Docs, Sheets, Gmail).
- AI & Machine Learning: Google Gemini, TensorFlow, DeepMind research.
- Consumer Technology: Android OS, Google Pixel, Chrome.
- Entertainment & Media: YouTube, YouTube Music, Google TV, Android Auto.

Who are the Google's customers?

- General consumers: Search Engine users, Android users, Gmail users, etc.
- Businesses & Advertisers: Google Ads, Google Cloud services.
- Developers: TensorFlow, AI tools, Google Cloud services.

2.4 Industry Position and Competitors

Google operates in multiple industries, such as search, advertising, cloud computing, and AI.

Industry	Competitors
Search Engine	Microsoft Bing, DuckDuckGo
Cloud Computing	Amazon AWS, Microsoft Azure
Social Media & Video	Meta (Facebook, Instagram), TikTok
AI & Machine Learning	OpenAI (ChatGPT), Claude, DeepSeek

TABLE 2.1: Caption

TABLE 2.2: Google's Industry Competitors

Chapter 3

Business Strategy & Competitive Advantage

3.1 What Makes Google Unique?

Google stands out because it's innovation search algorithm. They know what you and I want to see, and give it to us. Yeah it is not a secret, if I say the Google know about you a lot of. They know where you go, they know what you like, they know who you like.

What are you searching? Do you want to show me? Okay, I know I know, it is something sacred, just between the two of you. But do you really think they not gonna use it for some reasons? They know what are you watching on YouTube, they know the places where you hanging out, where you live, how you following the route in Google Maps, they know what are you buying. So what can they do with this data?

They provide us the information that we want to see, they know what we are interested in. We are giving them our data, and google gives us the most relevant information, and again and again.

While many companies rely on selling products, Google makes most of its money from advertising. Websites pays Google, to be at the top of search, ads in YouTube, Google Ads. Google keeps most products free to use, but for some features you should buy a subscription, e.g. YouTube without ads or more space in Google Drive.

3.2 Leadership vs. Follower in the Industry

Google is a monopolist!

Is it good or bad? I think, we all agree this is not really good. They control the market of searching engines. Even such a big company as Microsoft with Bing, have no chances to beat Google. Google can do whatever they want, almost whenever they want because investors may not like this, and no one can replace Google Search. There is no competition, which slow down the industry, nothing new, just still Google.

3.3 SWOT Analysis

SWOT Analysis helps to understand Google's position in the world (market). It is about Strengths, Weaknesses, Opportunities, Threats.

Strengths	Weaknesses	Opportunities	Threats
Market leader in search and ads, strong brand reputation, cutting-edge AI and technology, large ecosystem of products.	Privacy concerns, over-dependence on advertising revenue, failed projects.	Expansion in AI and cloud computing, investing in sustainability, new technology areas.	Government regulations, strong competition, changing user behavior

TABLE 3.1: Swot Analysis

Summary of the SWOT Analysis

3.3.1 Strengths

- Market leader in search and advertising: over 90% of searches are in Google.
- Strong brand and reputation: Everyone know and trust Google.
- Cutting-edge AI and technology: driving innovation and discover new edges.
- Large ecosystem of products: Google Search, Android, Chrome, YouTube.

3.3.2 Weaknesses

- Privacy concerns: – Google collects massive amounts of user data, can be leak of data.
- Over-dependence on advertising revenue: more than 75% of its income comes from ads.
- Failed projects: Google has shut down many products over the years.

3.3.3 Opportunities

- Expansion in AI and cloud computing: Google Cloud is growing, but still lags behind Amazon and Microsoft, OpenAI is the leader in AI for now.
- Investing in sustainability: Google aims to be carbon-free by 2030.
- New technology areas: quantum computing, self-driving cars, and smart home devices.

3.3.4 Threats

- Government regulations: Google faces antitrust lawsuits and stricter privacy laws.
- Strong competition: Microsoft, Amazon, Meta, and Apple all challenge Google in different areas.
- Changing user behavior: More people are using AI tools like ChatGPT, instead of Google Search.

Chapter 4

Corporate Culture & Organizational Practices

4.1 Work Culture and Innovation

Work in Google is a dream of a lot of developers. But why?

Google is about creativity and innovation. The company encourages employees to think outside the box, experiment with new ideas, and challenge traditional ways of doing things. Google provide employee benefits and & Perks, Flexible Work Environment, Collaboration & open Communication.

The famous "20% time" rule, where employees could spend 20% of their time to work on own projects. This is a really amazing thing, this create innovative products and increase productivity.

Google's work culture and corporate set a high standard. They know how to make employees be happy, and happy employees - productive employees. Google gives almost everything the employees wants, what some biscuits with coffee? Go ahead, take it. What to work on own project? Not a problem. And so on.

Google's work culture and corporate practices set a high standard, but it also faces challenges like privacy concerns and antitrust scrutiny. By balancing innovation, ethics, and employee well-being, IT companies can create an environment where both businesses and employees thrive.

4.2 Google's Corporate Ethics and Challenges

Google collecting a massive amount of data, They could provide enough security level to keep it's safe. Google allocate big money for privacy and security, because if they'll lost of the data they will suffer much more financial and reputational loses.

Because of the monopoly in search engines, this slow down new inventions in this field. In some time can be invented something more powerful and useful than Google Search, but the monopoly of Google will destroy it.

4.3 Best Practices in IT Corporate Culture

Google's workplace culture has influenced many IT companies. Because it is productive, and employees likes it, so why not use it? There is some of them bellow.

- Encourage innovation: Give employees space to experiment with new ideas, in google it 20% time rule.
- Promote work-life balance: Companies that offer flexible schedules and good benefits retain employees longer.
- Foster collaboration: Open communication leads to better teamwork and productivity.
- Focus on ethical responsibility: Prioritize data privacy, transparency, and user trust.
- Continuous learning: Companies should invest in training and skill development for their employees.

Chapter 5

Future Growth & Strategic Planning

5.1 Key Areas of Growth

Google now have and continue to improve their own AI, Gemini. Google have some subcompanies that works on AI, except Gemini, such a DeepMind or TensorFlow. But Gemini is a public AI tool, that every one who want can try for yourself.

Google also doing well in Cloud computing, Google Drive becomes more popular for last years. But it is hard to compete with Amazon AWS or Microsoft Azure.

5.2 Sustainability and Ethical AI

Google aims to be carbon free by 2023 year. They already runs their data centers on 100% renewable energy.

Are you worried about uprising of the machines? That's ok. Google focusing on making ethical AI.

5.3 Challenges for the Future

Antimonopoly committee don't like monopolists, but Google is a monopolist in search engines.

Google continues its work on AI technologies. Improving Gemini language model, and DeepMind and TensorFlow. Trying to win the race of AI technologies.

Improving Google Cloud, adding new features for development, and better programming experience.

New Android version every year, improve and adding new features, and better user experience.

Chapter 6

Conclusions

So is it the end of the Case Study?

Unfortunately yes, but it was not really good report, so I'm sorry for the time you wasted of reading about two thousand words.

Just a quick repeat of everything. Google was started with tow friends in Stanford University, exactly there Larry Page and Sergey Brin start it. At first developed PageRank, algorithm for runking the pages, then becomes Google. In 2004 goes to IPO, in becoming a subsidiary of Alphabet Inc. To remind Google's mission statement is: "To organize the world's information and make it universally accessible and useful.", and Google's vision statement is: "To provide access to the world's information in one click.", this statements guide Google's innovation. Google have many products and services, not just the search engine, YouTube for whatching videos, Google Drive for storing files, Andoid for using the phones, Gemini for speaking, Chrome for browsing, Google Cloud for developers. Google is a monopolist in search engines but still have competitors in another fields: Amazon AWs and Micosoft Azure in Cloud Computing, OpenAI in AI & Machine Learning, and Microssoft Bing in search engines.

What makes Google, Google? they are collecting a lot of data from you to give you what you want, or it is just an ads. Google is the monopolist in search engines, it's make Google the leader in this field, but google also have a lot of other products and services, with own competitors. A small SWOT Analysis was done by me.

Corporate culture it is about Google. Why work in Google is amazing? Google have one of the best work culture and corporate ethics in the world. They doing the best practices in IT Corporate Culture, that other companies coping it.

You had read, that I wrote, about Future Growth and Strategic Planning. Thay doing more in AI technologies and cloud computing.

So, that was my Study Case about Google company. Thank you so much for reading this.

Chapter 7

References

Vise, D. (2007), "The Google Story", Strategic Direction, Vol. 23 No. 10. <https://doi.org/10.1108/sd.20>