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EMGT 378

Homework 2

Select a company other than BMW or Apple that designs and manufactures new products.

The manufacturing company I am choosing to research is Google. While Google is most well known for Google Search and its plethora of internet services, it has now expanded its reach by creating hardware (Google Pixel) and infrastructure (Google Fiber).

a. Describe the vision/mission statement of the company?

From the Google Site:

“Organize the world’s information and make it universally accessible and useful.” Since the beginning, our goal has been to develop services that significantly improve the lives of as many people as possible. Not just for some. For everyone.”

Google’s mission is relatively straightforward - to make all the information on the internet organized and easily accessible to everyone around the world. Google views the internet as a resource that everyone should have a right to. Whether you are the CEO from a major company or someone from an underprivileged city, Google hopes to give everyone a chance to leverage the internet through their unique products and services.

b. How do the products of the company support the corporate mission statement?

Google started out with Google Search, a search engine built on an algorithm which would return the most relevant search results given a set of user inputted keywords. With this innovation, Google was able to allow people to search for anything on the internet. With Google Search, people were able to access resources in a more efficient manner which increased learning and productivity. Over time, Search has expanded into more internet services. Google Drive allows groups to upload, share, store, and collaborate on files. Google Scholar allows published papers to be searched and available to read by anyone regardless of educational background. Youtube empowers anyone to both post and view videos ranging on a variety of topics for free. These services are also free which means that anyone with an internet connection can sign up and start using these products which supports their mission of making the information on the internet accessible to everyone.

In order to support their mission, Google also has to create and optimize infrastructure in order to make the internet accessible to everyone. In 2005 Google introduced Android for the smartphone and in 2009 they introduced Chrome OS for the Google Chromebook. Both of these operating systems were designed to run on low-powered, inexpensive devices. With the introduction of Android and Chrome OS, smartphones and computers became a whole lot more inexpensive. A Chromebook can now be purchased for as little as \$200 while an Android smartphone can be bought for as little as \$250. By creating the software to create inexpensive hardware, Google has been able to make the internet accessible to people who could normally not be able to afford a new smartphone or laptop. In fact, in 2017 Google announced over 2 billion active Android devices, making it most widely used operating system in the world.

c. How would you describe the company's competitive strategy (i.e. See page 8, competitive strategy)? Which one of those listed is the primary competitive strategy of your company?

Out of these competitive strategies, I would say that Google's primary competitive strategy is technology leadership. The major reason for Google Search's success was because it was miles ahead of its competitors like Yahoo and Bing. In addition to this, Google has been adding in more products like Maps and Gmail which quickly have been adopted by the general public. In addition to this, Google has open sourced most of its technologies such as Tensorflow (Machine learning platform), Android, and Chrome. By gaining the help from the open source community, Google has been able to improve their products and services which gives them a competitive edge over its competitors. Finally, through Google's X special projects division, Google is able to expand their technological presence by investing into lesser known, but emerging areas such as autonomous vehicles and the Internet of Things.

d. What types of projects would you expect to see in the new product plan? Be sure and cite or identify the references you have used to gather your material.

In order to support their mission, Google has realized that they have to not only make high quality software, but also to improve and optimize hardware and infrastructure. I am planning to see Google develop the proper infrastructure to bring internet to remote parts of the world. One way they are doing this is through Google Fiber, a service which provides broadband internet.

In addition to Fiber, I expect to see Google starting to start designing their own hardware in a similar fashion to what Apple does. I see them doing this because if they are able to create all facets of developing a smartphone or a laptop, they can start to introduce more optimizations on cost and energy efficiency for Android devices and Chromebooks, they can make barrier for owning one even lower.

References

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