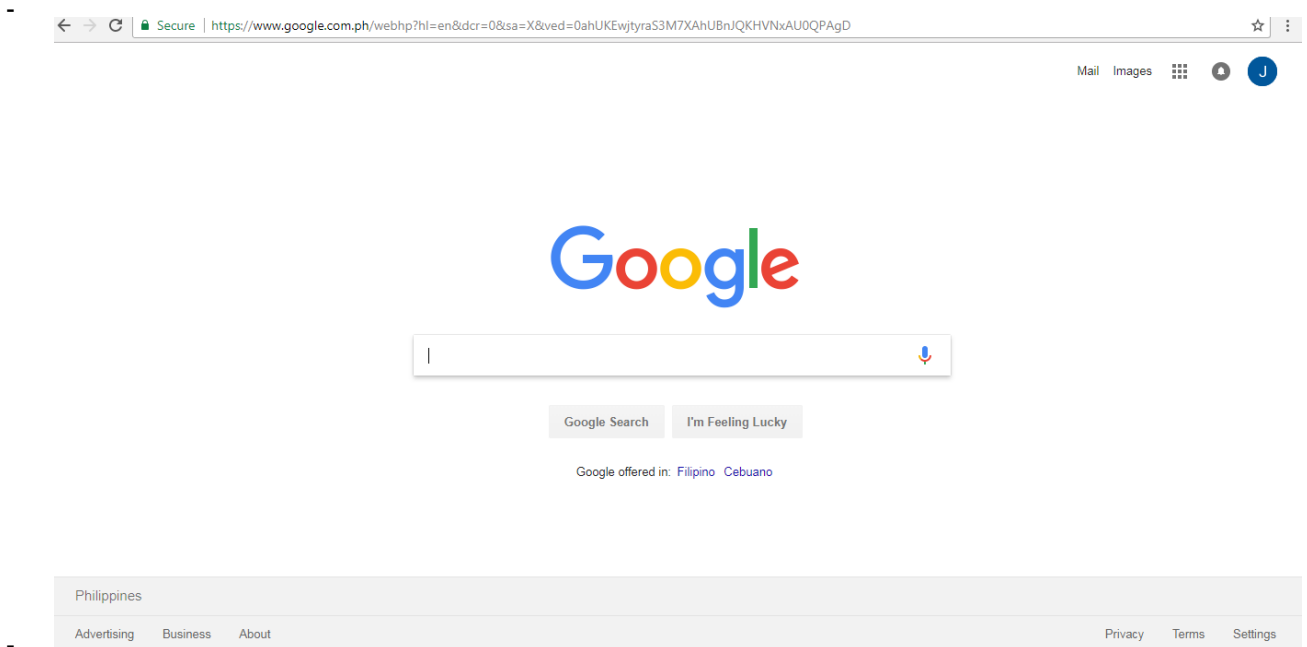


## SW2 – Sample E-commerce Site

Look for an e-commerce company and provide the following:

1. Name / Logo
  - Google



2. Description (including products and services + e-commerce category)

- Google is an American multinational technology company that specializes in Internet-related services and products. These include online advertising technologies, search, cloud computing, software, and hardware.

Secure | https://en.wikipedia.org/wiki/Google

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# Google


From Wikipedia, the free encyclopedia

*This article is about the company. For the search engine, see [Google Search](#). For other uses, see [Google \(disambiguation\)](#).  
Not to be confused with [Googol](#).*


**Google LLC**<sup>[5]</sup> is an American multinational technology company that specializes in Internet-related services and products. These include online advertising technologies, search, cloud computing, software, and hardware. Google was founded in 1998 by Larry Page and Sergey Brin while they were Ph.D. students at Stanford University, in California. Together, they own about 14 percent of its shares, and control 56 percent of the stockholder voting power through supervoting stock. They incorporated Google as a privately held company on September 4, 1998. An initial public offering (IPO) took place on August 19, 2004, and Google moved to its new headquarters in Mountain View, California, nicknamed the Googleplex. In August 2015, Google announced plans to reorganize its various interests as a conglomerate called Alphabet Inc. Google, Alphabet's leading subsidiary, will continue to be the umbrella company for Alphabet's Internet interests. Upon completion of the restructure, Sundar Pichai was appointed CEO of Google; he replaced Larry Page, who became CEO of Alphabet.

The company's rapid growth since incorporation has triggered a chain of products, acquisitions, and partnerships beyond Google's core search engine (Google Search). It offers services designed for work and productivity (Google Docs, Sheets, and Slides), email (Gmail/Inbox), scheduling and time management (Google Calendar), cloud storage (Google Drive), social networking (Google+), instant messaging and video chat (Google Allo/Duo/Hangouts), language translation (Google Translate), mapping and turn-by-turn navigation (Google Maps/Waze/Earth/Street View), video sharing (YouTube), notetaking (Google Keep), and photo organizing and editing (Google Photos). The company leads the development of the Android mobile operating system, the Google Chrome web browser, and Chrome OS, a lightweight operating system based on the Chrome browser. Google has moved increasingly into hardware; from 2010 to 2015, it partnered with major electronics manufacturers in the production of its Nexus devices, and in October 2016, it released multiple hardware products (including the Google Pixel smartphone, Home smart speaker, Wifi mesh wireless router, and Daydream View virtual reality headset). The new hardware chief, Rick Osterloh, stated: "a lot of the innovation that we want to do now ends up requiring

**Google LLC**



Google's logo since 2015



Google's headquarters, the Googleplex, in August 2014

Formerly called	Google Inc. (1998-2017)
Type	Subsidiary

### 3. SWOT Analysis (you may use PESTLE for the external factors)

#### Strengths

- **Market Leader in Search Engines**

Perhaps the biggest strength of Google is that it is the undisputed leader in search engines, which means that it has a domineering and lion's share of the internet searches worldwide. Google has more than 65% of the market share for internet searches and the competitors do not even come close to anywhere that Google does.

- **Ability to Generate User Traffic**

Google is a household brand in the world, its ability to drive internet user traffic is legendary, and this has helped it become one of the most powerful brands in the world. Indeed, Google averages more than 1.2 Billion hits a month in terms of the unique searches that users perform on the site. This gives it an unrivaled and unparalleled edge over its competitors in the market.

- **Revenue from Advertising and Display**

Its revenue model wherein it garners humungous profits through partnerships with third party sites has held the company in good stead as far as its ability to mop up resources and increase both its top-line as well as bottom-line is concerned. This is another key strength of the company that has helped it scale greater heights.

- **Introduction of Android and Mobile Technologies**

The last of the strengths discussed here relates to its adoption of Android and Mobile technologies, this has resulted in it becoming a direct competitor of Apple as far as these devices, and operating systems are concerned.

## Weaknesses

- **Excessive Reliance on Secrecy**

Google does not reveal its algorithm for searches or even its basic formula as far as internet searches are concerned leading to many experts slamming the company for being opaque and hiding behind the veneer of secrecy. However, in recent years, Google has taken steps to redress this by providing a bare bones version of its unique search engine algorithm.

- **Falling Ad Rates**

In recent years and especially in 2013, the company has been faced with declining revenues from ads and as a result, the profitability of the company has taken a hit. This is partly due to the ongoing global economic slowdown and partly because of competitors snapping at its heels in a more aggressive manner. Indeed, Apple has already taken steps to garner search engine revenues in its devices and hence, Google must be cognizant of the challenges that lie ahead.

- **Overdependence on Advertising**

Google's business model relies heavily on advertising and the numbers reveal that it gets more than 85% of its revenues from ads alone. This means that any potential dip in revenues would cost the company dearly (literally as well as metaphorically). The point here is that Google has to devise a more robust business model that embraces e-commerce and mobile commerce along with its current business model that is based on ad revenues alone.

- **Lack of Compatibility with next generation devices**

Another weakness for Google is that it is not compatible with many next generation computing platforms including mobile and tablet computers and this remains an area of concern for the company.

## Opportunities

- **Android Operating System**

Perhaps the biggest opportunity for Google lies in its pioneering effort in providing the Android OS (Operating System) which has resulted in its becoming a direct competitor to Apple and Samsung.

- **Diversification into non-Ad Business Models**

As discussed earlier, the company has to diversify into non-ad revenues if it has to remain profitable and current indications are that it is adapting itself to this as can be seen from the push towards commercial transactions using its numerous sites like Google Books, Google Maps etc.

- **Google Glasses and Google Play**

The introduction of Google Glasses and Google Play promises to be a game changer for Google and this is a significant opportunity that the company can exploit. Indeed, this very aspect can make the company take the next evolutionary leap into the emerging world of nano-computing.

- **Cloud Computing**

Cloud Computing remains a key opportunity for Google as it is already experienced in providing storage and cloud solutions. Indeed, if not anything, it can move into the enterprise market using the cloud-computing paradigm.

## Threats

### ▪ Competition from Facebook

The advent of Social Media has seriously threatened Google's dominance in the internet world and the company has to pull an ace to deal with the increasing features available on Facebook and Twitter.

### ▪ Mobile Computing

Another threat to Google is from the emerging area of mobile computing that threatens to pass the company by as newer companies seize the opportunity to ramp up their mobile computing presence.

The screenshot shows a web browser displaying the URL <https://www.managementstudyguide.com/swot-analysis-of-google.htm>. The website has a blue header with the 'MSG MANAGEMENT STUDY GUIDE' logo and navigation links: Home, Library, Courses, Plans & Pricing, About Us, and Latest Articles. A search bar is located below the header. The main content area is titled 'SWOT Analysis of Google' and includes a sidebar with a 'Strategic Management' menu. The main content features a SWOT matrix and an 'Introduction' section. The SWOT matrix is a 2x2 grid of colored squares: Strength (green), Weakness (yellow), Opportunity (blue), and Threat (red). The introduction text discusses Google's role in the search engine revolution and its business practices. The page also includes social media sharing icons on the right side.

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