Company analysis

Name

Institution

For the research proposal project, I will pick International Business Machine (IBM) for analysis. The company was established in 1911 has ventured into the computer manufacturing industry. The industry is a fundamental component of the global economy. The invention of computers has been a milestone in upgrading the carrying out of business activities. The firm has headquarters in Armonk, North Castle, New York, and the United States. IBM is run by a board of directors responsible for the overall running of the business. Board committees have specified responsibilities while executive officers are in charge of the actual operations of the company (Rothaermel, 2015).

The company has an excellent grasp of both domestic and local market. IBM is the largest computer-making company in the world. The company produces the brand Compaq. The firm has a high employee count, holds one of the most significant patent rights in computer related products. The company has a skilled team of researchers, engineers, and consultants. The firm has state of the art research facilities to facilitate technological innovation(Rothaermel, 2015). The company also offers consultation services to companies all over the world in a variety of industries.

IBM boasts a large share of the electronics and business services consultancy market. The company is built on values of improving customer satisfaction and continued innovation to come up with new products to cater to the demand(Paroutis, Bennett, & Heracleous,2014). The main headquarters are located in the United States of America while there are other manufacturing and consultancy segments in various countries to ease the distribution of products and services across the globe.

IBM maintains a grip on the market through innovation. Looking into the market condition over time, the demand for business strategies has gone up due to the rise of many companies in the world targeting to be global MNEs. The company lays emphasis on helping the firms create a better future by majoring on the firm’s strengths. (Grant, 2016). The company has proven to have strength on the innovation of products, new technology and creating new solutions ( Paroutis, Bennett & Heracleous, 2014).

Most of IBM’s major competitors are corporations like Dell, Microsoft, HP, Apple, and Nice limited to name a few. They deal with similar products. To counter competition the company embraces product differentiation, product promotion and maintaining good customer relations (Grant, 2016). Quality is paramount in surviving the industry. IBM has ensured it delivers high-quality products in the market. The market is almost saturated, IBM has to counter this threat continuously.

IBM has managed to remain on top of the game by going into gainful mergers, acquisitions, and diversification in production (Paroutis, Bennett, & Heracleous, 2014). Adopting business policies that can be implemented has also been beneficial. IBM should keep up on the market segmentation. IBM has divided all its customers into segments allowing the company to know the needs of its consumers. According to consumer knowledge, the company has customer segments based on demographic and economic division (Rothaermel, 2015).

The company has a broad range of products for every customer despite the difference in needs. The company offers a wide range professional management consultation and system integration to serve companies irrespective of the size. The business industry is trendy. IBM has managed to keep up with the trending pattern securing ensuring it can help its customers catch up with the frequent changes is the world such as social networking and analytics. A good number of companies owe capturing market opportunities to IBM.(Grant, 2016).

I chose to do an analysis on IBM because the firm has proven over time to be a key player in the consultancy industry. The firm has a variety of opportunities and threats too. The company is a giant in the computers business raising interest in analyzing the company. IBM has a lot to learn from due to the long time the company has been in the industry. Having survived the harshest times in history as the world wars. The company has also managed to last during recessions in the global economy. Having clearly shown business resilience is the primary motivation for choosing IBM.

References

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