

workstations and software's managers and open view client configuration manager. During the same period, the company share prices skyrocketed making it one of the most valuable companies in the technology industry. It was during this period that the company was finally able to overtake IBM who is their main competitor. In 2010, the company acquired Palm which boosted their revenues as it gave them a new competitive edge (WSJ,2018).

In 2015, the company underwent a significant change. The company split into HP Inc. and HP Enterprises to be traded as two separate companies. The company which was previously named Hewlett –Packard was named HP Inc. It was a strategic move as the company continued to trade in the NYSE as HPQ while its counterpart Hewlett Packard Enterprises could trade as HPE. From the split, HP Inc. will sell printers and PCs, while HPE will sell servers storage, software's networking, and any associated services.

SECTION 1 (Technology Industry)

1. Industry Economic Features – *What are the industry's dominant economic features?*

Market features- The top ten technology companies in 2018 alone was \$ 1 trillion. The revenue for the whole industry is estimated to be over \$ 3.4 trillion. HP ranked as the tenth company in the industry according to the income earned in the 2017-2018 financial year.

Market growth rate- The industry growth rate in 2016 and 2017 was 5%. In 2018 the rates are predicted to have a steady growth of 6% (Kokko, 2018).

Stage in life cycle- Mature

The number of companies in the industry- The number of companies in the industry is over 200 in the US alone.

Customers- The number of customers for the products ranges from households, companies, and individuals. Therefore, the number of customer for the products are over 80% of

3. Industry KSF's—*What are the key success factors for future competitive success?*

The technology sector has the advantage of increasing demand every year. The main reason is that it is no longer enough for a company to have a few services or technological equipment to survive in the highly dynamic and changing business environment (Bresnahan and Greenstein, 2017). The companies have to keep up to date with the technology companies which creates increased demand for the companies in the sector.

Additionally, the technology sector has become the foundation of most organizations. Explicitly, the businesses now depend on internet, websites, programme, computers, some applications, robots, and a range of products to conduct their daily business. Therefore, the companies are now on the race to build the most extensive group globally that deliver the broadest portfolio for their customer bases (Bresnahan and Greenstein, 2017). They will only be able to do so if they use technological products, hence increase the market of the sector.

The technology sector is highly competitive. The companies, just like any other business in any industry are highly motivated since they have to compete for resources, market and labor forces. That way the technology sector has become highly innovative with technological products. It is, therefore, a factor that drives the success of the industries. For example, since HP faces stiff competition from IBM, Samsung, XEROX, Brother Company and Apple, the company has to be highly innovative to produce high-quality products at affordable prices. The competition makes the company grow at an accelerated rate.

The technological companies have resulted in highly lucrative employment opportunities. Due to the pay and other allowances, it has encouraged and absorbed highly skilled individuals. The companies in the sectors provide comfortable social conditions by ensuring that the works have high pay rates. The future of the industry is bright, as the most

toner supplies. The principal competitive advantage that HP has in this sector is the ability to be innovative and the provision of unmatched high-quality products (HP, 2018).

Enterprise Group and Enterprise services. These services include the IT services, integration and consulting. The sector is characterized by dynamic and ever-changing technological inventing and price competition. The primary competitions for HP in these two sectors are IBM Global services, Dell Inc., Cisco Corporations, EMC Corporation, Computer Science Corporation, and Tata Consultable services among other companies (HP, 2018). This sector is highly competitive, and most of their primary competitors provide a broad range of products and services while enjoying global brand recognition hence preferred by customers. The company is only able to survive in the industry due to their deep technology expertise, ownership of the differentiated intellectual property, reputation of high-quality services, cooperation with corporations like Microsoft and Oracle and access to skilled global resources from SAP Platforms (Kokko, 2018).

HP operates in a highly competitive industry, and as seen from the analysis it is behind in some of the products regarding prices and technological advancement. The rivals occupy a considerable part of the market. While HP operates with highly diversified products, some of its competitors have specialized in a particular line of the products' that make them better placed for those products. HP has one of the highest market shares in personal computers, printers' scanners, and photocopiers, but it is performing relatively poor in the cloud services, internet services and infrastructure and other services. The rivals already have a stronger reputation and are better placed to have more products along those specific products. For example, IBM and Google are better placed to have the cloud services, Apple and Samsung are highly innovative with computers, and XEROX is also offering stiff competition in the printer's section. It is, therefore, hard to ignore the competitors in the market. HP has to use them as benchmarks for all their activities (Porter, 2018).

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