



# COMPANY ANALYSIS

Hewlett Packard Enterprise  
(HP)

## TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

**FACULTY & PROGRAMME** : FACULTY OF COMPUTER AND MATHEMATICAL  
SCIENCES

**SEMESTER** : 6

**PROJECT TITLE** : SMART PRINTER

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## EXECUTIVE SUMMARY

HP was founded by Bill Hewlett and Dave Packard in 1939. Their first product was an audio oscillator and one of their first customers Walt Disney. Disney used the oscillator to test audio equipment in the 12 specially equipped theaters showing *Fantasia* in 1940. The purpose of this case study we can analyse, find the solution, add our knowledge and make conclusion to more understand about this company product.

Firstly, we have to know the background of the company, what the product and services be provide, how they do marketing and other information about company. With the information we can get what the company problem. All the problems we studied and make a solution for each problem. So that company can achieve their target and make more quality of product that been publish for customer needs and demand.

Then, we analyse about company analysis which use SWOT method only. SWOT stands for strength, weaknesses, opportunities and threats as a weapon to more understand about how the company works. it will identified the product and services of the company more details and strategic.

With all the information we have findings and discussion about the problem that have mention in this case study to find the solution to solve the problem have been face by HP company. Also, make recommendation to improve our products and services.

## **2.3 Products / Services**

### **Products HP:**

- Printer
- Digital Cameras
- Scanners
- PDA
- Pocket Computer
- Digital Calculator and Computer
- Business Desktop
- Thin Clients
- Personal Desktops
- Business Notebooks
- Personnel Notebooks

### **Services HP:**

- Workstations
- Servers
- Enterprise Storage
- SAN (Storage Area Network)
- Videoconferencing
- External Storage Devices
- Networking Cloud Computing
- Enterprise Security
- Data Center Transformation
- Defense, Logistics, National Security