MBA JOURNALS

NOLEGEIN Journal of
Business Ethics, Ethos and CSR

ISSN: 2581-5601
Volume 5, Issue 1, 2022
DOI (Journal): 10.37591/NJBEEC

http://mbajournals.in/index.php/JoBEC/index

Review NJBEEC

Case Study Analysis on Google Inc. in 2014 Published in Harvard Business Review

Kiran Kumar Thoti[1,*], Nisa Nurhanisah Binti Maderi[2], Siti Suhaila Binti Mohd Nawi[3]

Abstract

Google Inc.'s 2014 case study problem-solving approach. Harvard Company Review case studies, like the one released that year on Google Inc., provide readers a taste of what it's like to deal with real-world business challenges. In 2014, Google Inc. faced serious issues that necessitated in-depth research into the root causes as well as the promotion of several solutions and suggestions. When comparing organizations that provide search engine services and related software, Google, Inc. scores near the top. Sergey Brin and Larry Page are the Co-Founders of Google. Google has a wide variety of endeavors, including internet advertising technology, cloud computing, software, and others. Google has a broad age range in mind when setting its sights. Over a million servers are reportedly in operation for the corporation at various data centers and online locations worldwide. Every day, it processes more than a billion searches and 24 petabytes of user-created data and information. The most important result is that Google Inc.'s income dropped because of an issue with advertising prices, which occurred when many consumers switched from desktop to mobile devices. Changes in consumer behavior and the direction of the market might result from the growing popularity of mobile devices and the widespread use of Google's services. Competitors like Microsoft, Apple, Yahoo, Amazon, and eBay have helped drive down the price of internet advertising and have driven Google Inc. into a more competitive market. The case solution for the 2014 case study of Google Inc. identified the most pressing concerns and the most influential shareholders impacted by those issues. The procedure was called "problem identification" at the time. The suggested actions to address the problems highlighted in the alternate solution. We concluded our research by suggesting solid concepts as potential other solutions that the company may use.

Keywords: Google, business case, harvard publications, business strategies

INTRODUCTION

Google Inc. is undoubtedly the-world's widely known incorporation for founding the search-engines revolution and lay out the resources for the internet users around the world to search and discover information by clicking the mouse. Furthermore, Google is also acknowledged for its effort in forming information that has been an adaptation for the internet economy and in addition to the worldwide economy because organizations and individuals could access and collect information about anything, anywhere and anytime. Besides, Google Inc. known with the slogan of "Do not be Evil" which means the business practices are develop in the direction of improving information and representing best practices that could help people search and collect information. The company has since rapidly grown to offer a multitude of products and services

***Author for Correspondence**
Kiran Kumar Thoti
E-mail: kiran.kt@umk.edu.my

[1]Associate Faculty & Senior Lecturer, Malaysian Graduate School of Entrepreneurship & Business, Universiti Malaysia Kelantan, PC Campus, Malaysia
[2,3]MBA Student, Malaysian Graduate School of Entrepreneurship & Business, Universiti Malaysia Kelantan, Malaysia

Received Date: June 22, 2022
Accepted Date: August 09, 2022
Published Date: August 20, 2022

Citation: Kiran Kumar Thoti, Nisa Nurhanisah Binti Maderi, Siti Suhaila Binti Mohd Nawi. Case Study Analysis on Google Inc. in 2014 Published in Harvard Business Review. NOLEGEIN Journal of Business Ethics, Ethos and CSR. 2022; 5(1): 26–36p.

beyond Google Search, many of which hold leading market positions. Google Inc. is also well-known for its highly striving technological innovations designed at resolving people’s major problems.

SWOT ANALYSIS

Strengths

a. *Market leader in search engines:* Google is huge firm that well established as search engines leader on the internet. This mean, Google has the ability in controlling and leading most internet searches globally [1]. Generally, google reputation is hard to be challenge by other competitors because it concours the internet searches services and owns more than 60 percent of the global market shares.
b. *Ability to generate/user traffic:* As an internationally recognized and well-known firm, Google capacity leads to increase user’s internet traffic globally, this results Google as the most prominent company in the world [2]. Statistically, it receives around 1.5 billion hits each month on average in terms of unique requests made on the site. It provides unmatched competitive advantages over its market competitors.
c. *Revenue from advertising and display:* Most Google's revenue gains from advertising. This includes in-app purchases, app sales, Android, Google and YouTube digital content, license, and service fees, together with payments for Google Cloud offered. For the business strategy, Google produces huge profits through contracts with third party sites. This method helps them to absorb resources and grow both, top and bottom line.
d. *Introduction/of/android and mobile/technologies:* Google also has spending it capability towards the development of the new technology by launching its Android and mobile technologies. This help it become a direct challenge for Apple if these devices and operating systems are implemented.

Weaknesses

a. *Too much dependence on secrecy:* Google is very secretive in keeping their searching algorithm. Thus, it’s been criticized by a lot of professionals for being impervious and covering the secret algorithm of their products especially for internet/searches. Nevertheless, Google has taken attempts to resolve this in recent years by discharging a minimalist version of its copyrighted search engine algorithm.
b. *Decreasing in advertising rates:* Advertising sales have been dropping in recent years and the company confronted with declining in revenues, particularly in 2013, and as a resulted in suffering the company's profitability. This is due in part to the continuing global economic downturn, and in part to increasingly aggressive competitors nipping at its heels. As a result, Google must be aware of the obstacles that could happen in the future.
c. *Overdependence on advertising:* The business model of Google is mainly dependent on advertising through advertisements accounting for over 90% of its income. It implies that any drop in sales would be enormously costly to the company, both internally and externally. Therefore, Google should reduce its dependencies on the advertising on google search. Google should take an immediate action to incorporates their existing product with e-commerce mobile applications to suite with the new business models.
d. *Lack of compatibility with advance devices:* From the case study, we identified that another weakness of Google Inc. in 2014 is its online advertising which is mismatched with various next generation computing platforms, such as mobile device and tablet because of its small screen sizes and the limited available screen to display the advertising content.

Opportunities

a. *Android operating system:* Possibly the greatest major potential and opportunity for Google is the revolutionary strength in Google Apps development, which can directly compete to Apple Inc.
b. *Diversification into non-ads business models:* As mentioned earlier, Google Inc. needs diversification into non-advertising revenue to stay profitable [3]. These alternative actions that

google can take is by diversifying their commercial transaction from Google Books, Google Maps, etc.

c. *Cloud computing:* Cloud computing refers to the provision of computer resources as services through the internet on demand. It eliminates the need for businesses to acquire, configure, or manage resources on their own, and it only charges them for what they use.

Threats

a. *Competition from Facebook, Microsoft, Yahoo, Apple & Amazon:* The competition from Facebook and Amazon is Google's greatest threat. With Google, those 2 competitors were steadily catching up. Their new features and growth reputation may distract from Google's dominance. The growth of social media nowadays has become rival to Google's authority. All the Google's new business development shall need to pull out to deal with the rising features offered on competitors, since consumers spend a significant amount of time on social media. Furthermore, instead of looking for products on Google, they directly use Amazon to buy them [4]. Besides, Apple is seeing to replace Google as the default search engine in the iPhone, which might have a short-term impact on Google's stock.
b. *Mobile computing:* One more threat to Google is from the promptly fields of mobile computing that threatens which could overpass if other competitors hold the chance to develop their mobile computing operations. The huge shift to mobile computing has the potential to turn over Google Inc. and online advertising industry [5]. However, limited ways would appear to understand Google's business model well enough to measure the risks.

PROBLEM IDENTIFICATION AND ANALYSIS

Decline in Online Advertising Price

Advertising is the primary source of revenue for Google. Advertisers will submit a list of relevant keywords to products, services, or company to Google Inc. by using advertisement. The advertising will display in the sidebar on the Search Engine Results Page users search the web using one or more of those keywords. Every time user clicks on the advertisement, and it will bring to the advertiser's website, the advertiser will pay Google Inc. Google makes most of its money from advertising as an internet search engine. Its platform is free for consumers, and it employs algorithms to link adverts with search results due to the millions of inquiries accomplished every day. In addition, Google Inc. is a publicly traded corporation. Moreover, Google Inc. is also diversified and produces other revenues from cloud-based services, hardware, Google-Play store, and premium content on YouTube. According to the Harvard Business Review case study, Google makes 90% of its money from search and advertising, leaving them extremely reliant on these two sources of revenue. Unpredictably, Google's dominance has been threatened by the transition from desktop to mobile devices. Apart from looking for information and making purchases on Google, users frequently choose a specialized app from their phone's home screen, which might potentially lower Google's worth as well as its advertising revenue. This is because online mobile advertising pricing were lower than desktop advertising prices, which may reflect marketers' restricted willingness to spend to reach Google users who were not serious purchasers and lacking physical keyboards to swiftly enter credit card information.

Furthermore, people who are skeptical about Google also like to speak about the falling amount that Google can charge for each click on its search advertisements. When Google announced its fourth-quarter profits, it stated that cost per click was down 3% from the same period the previous year. Unfortunately, Google stated rate of decline was speed up. Google executives understood that the number of people using mobile devices to access the internet would soon exceed the number of users who using desktop computers. Google Inc. relies substantially on the amount of people who utilize its search engine. In addition, the company controls its reputation through desktops with 65 percent market share and mobile devices with over 90% market share to sell the advertisements. Therefore, its desktops search advertising division makes up 35% of its value, according to their estimates, while its mobile search advertising division makes up 29 percent of the value. Day by day, more users or consumers are obtaining information and browsing the internet using their mobile device. While in 2014, 1.75 billion people all over the world already have a mobile device, the remaining 5 billion either do not have access to mobile device or decide to continue to use feature phones. Therefore, over the past few quarters, the revenue progress of Google has slowed down. It can be recognized to pricing pressure on advertising and slower growth in search inquiries through the internet.

Moreover, the shift in digital advertising from desktop to mobile device is crucial to understanding Google's present financial situation. Every quarter, Google has claimed an increase in the number of paid clicks by users who clicked on advertisements, but a decrease in the cost-per-click, which is the amount they make every time users click on advertisements. These indicators have been going in opposite directions and have mostly cancelled each other out thus far. They may have contributed to a disappointing financial report this quarter, but Google still has a strong profit and double-digit sales growth year over year. Besides, many investors hoped that YouTube's advertising business and income from applications distributed on the Play Store would also create new sources of revenue outside of Google's main search and display advertising businesses. Google does not break out YouTube revenue separately, but it did claim a 50 percent increase in other revenue, which includes the Play Store, hardware sales, and Google's business services.

Last but least, after being acknowledged as long champion of online search advertising, Google is grappling with a growing problem as many users has shifted from desktop computers to smartphones and tablets, whereas traditional desktop advertising formats are less appealing due to the smaller screen sizes. In addition, if mobile advertisements become a bigger part of Google's business, it will be harder for it to offer the same premiums it does for its profitable desktop advertising business. Although mobile has aided Google and many others in a variety of volume-related measures, it has also had a significant negative influence on advertising price. The cost per click, or CPC, that advertisers pay every time someone clicks on their advertisements declined 6% from the previous quarter, generally because of the shift to more mobile advertising. Mobile devices are still driving down the cost of web advertisements, since smaller displays limit the amount of promotions that can be displayed on the screen, and marketers and advertisers are becoming more selective in their use of them. Thus, the cost per click for mobile search advertising would also decline naturally.

The Emergence of Competitors-Google Inc. faces with indirect competition, which may limit its ability to grow. The corporation must consider a variety of external elements based on market rivalry, such as the quantity and diversity of enterprises, as well as low switching costs, which apply moderate to strong force. Apple Inc., Microsoft, Amazon, Yahoo, eBay, Lenovo, and a few of other corporations compete against Google Inc. The firms listed above strive to develop similar products and services that will eventually beat those provided by Google Inc. However, Google is still the most popular search engine on the planet, but that isn't its biggest problem. Google Inc. belongs to a strategic group of technological powerhouses. This indicates that Google Inc. can compete in the market. Amazon competes with shopping, advertisements, home items, subscription video, and delivery [6]. In addition, Facebook competes with its tailored advertisements and applications, while Apple competes with Chromebooks, Android, Pixels, and Apple TV. The last main opponent, Microsoft, competes mostly with Chromebooks, Search, and Drive. Furthermore, based on Figure 1 below, another search engines includes Yahoo and Microsoft Bing are progressively catching up with Google by leading the way. They may be able to compete based on dedication and creativity. This will lead to improved pricing competition. Because the products are differentiated and the sector is growing at a rapid rate, there is no price competition in the search engine until then. Eric Schmidt, the former CEO of Google, emphasized that Yahoo and other companies were clients who paid for many of Google’s services, and competing with them would have unintended consequences. Yahoo is not just a main competitor, but also a Google Inc. investor and collaborator.

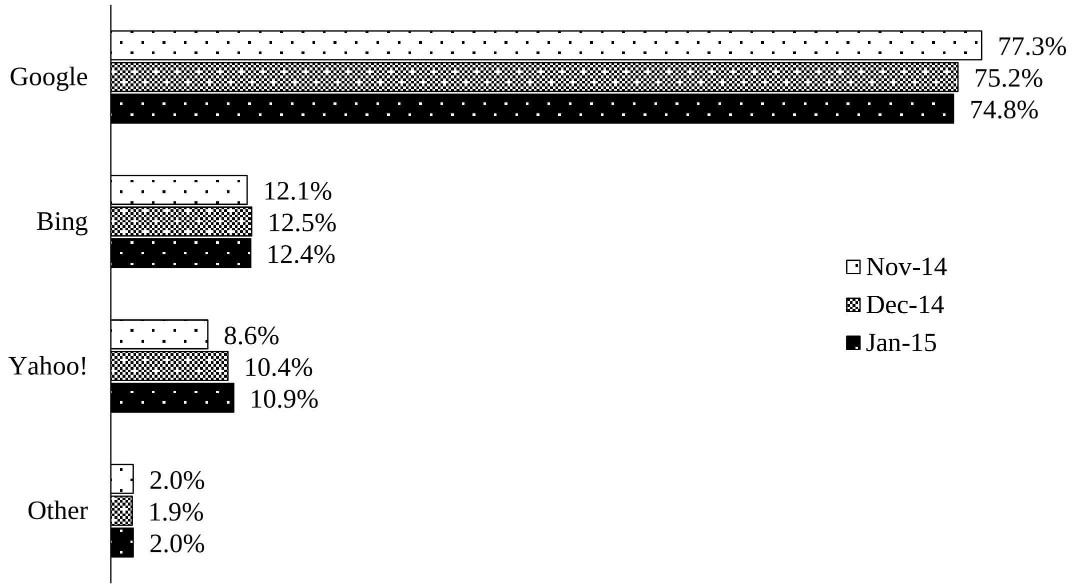


Figure 1. U.S. Search share (Dec 2014).

Mozilla has switched its default search engine for Firefox from Google to Yahoo, affecting Google's market dominance and stock price. Furthermore, most of the people spend so much time on Facebook and it was the first threat to Google. Facebook, like Google, makes most of its money from digital advertising. Furthermore, Apple is in view of replacing Google as the default search engine in the iPhone, which might have a short-term impact on Google's stock. Apple's Safari competes with Google Chrome in the web browser market. Other areas of competition include Apple Maps vs. Google Maps, Apple Music vs. YouTube, Apple TV vs. Play Movies, Siri vs Google Assistant, and Google Pay vs. Apple Pay. In the smartphone sector, Apple is a challenging competitor for Google. In addition, people also directly use Amazon instead of searching through Google to purchase the products. Amazon is an innovative technology company that operates the world's largest e-Commerce platform [7]. It is one of the Big Four technology giants' incorporation, along with Google, Apple, and Microsoft.

According to the Harvard Business Review case study, Google cope with competition from Yahoo, Microsoft Bing, Apple, and Amazon as they are gaining market share in internet searches. In the current environment, the number of mobile internet users is increasing, and online search is being replaced by information from Facebook, Instagram, and Twitter, resulting to poor earnings for Google. Google's company operates in a highly competitive and dynamic environment. In every aspect of its business, Google confronts fierce competition, notably from firms that help people find information and provide them with appropriate advertising. Search engines like Yahoo and Microsoft's Bing, vertical search engines and e-Commerce websites like Agoda (travel inquiries) and Amazon and eBay (e-commerce), Facebook, Instagram, and Twitter (social media), and mass media like TV, newspapers, and magazines all compete with Google Inc. (advertising).

Most people believe Google's competitors are likely to be other search engine companies. However, it is entirely incorrect because Google has some indirect competitors. It is fair to argue that Google has solidified its position as the search engine king. In the search engine game, though, there are a few prominent participants [8]. Bing and Yahoo are businesses that make Google felt challenged. Google earns the most money from non-traditional advertising on its search engine. As a result, the threat of new market entrants emerges, given the growing interest in this subject. Google has realized this and is discovering into new areas, such as wireless and software systems that incorporate principles of continuous development.

Evaluation of Alternative Solutions

Adjusting Business Strategy Pricing Model to Generate More Revenue-Google Inc. should increase its revenue by actively adjusting its business strategy pricing model, generating money by creating advertising and non-advertising products, and lowering revenue costs. Google Inc. could continue to generate income through Google websites, nevertheless, the company's business strategy must be adjusted to generate revenue more aggressively. The rise in the number of comprehensive paid clicks through the Google advertising program is driving advertising revenue growth. Google's products, such as Search, Android, Maps, and YouTube are involving advertising, which the firm splits into two categories which are performance and brand. In addition, AdWords is the company's auction-based advertising program, which allows advertisers to purchase text-based advertisements on properties like its search pages, and AdSense is distributing adverts on partners' websites which is the company's key sources of revenue. Furthermore, Google Inc. should also continue earning revenue through online advertising as it is the main revenue of Google Inc., however, company should improve its business model to earning revenue violently. Google's largest competitor is Facebook, which has a lot of traffic and is more attractive to advertisers. The rise in the number of aggregate paid clicks through the Google advertising program is driving advertising revenue growth. New and better advertising formats increased comprehensive traffic across all platforms, continuous global expansion of products, advertisers, and user base, and growth in the number of Google network members would contribute to the increase in clicks, which was partially counterbalance by certain advertising policy changes. Google revenue growth has generally declined eventually due to growing competition, enquiry growth rates, challenges in sustaining growth rate as their revenues rise to higher levels, the development of the online advertising market, investments in new business strategies, changes in its products combination, and shifts in the geographical assortment of their revenues (Google, 2014) [9]. Besides, Google should also consider the rate of change in revenue as well as the rate of change in paid clicks and average cost per click which is the current model of pricing on Google correlatively. Google must deal with different pricing models such as cost per thousand and cost per acquisition and click through rate determined by company type of campaign (World Press 2008) [10]. For example, Pepsi would like to have their brand enforced and shown across numerous websites without the consumer having to click on their advertisements, and the CMP model is the greatest option. Google could also make modifications in advertising quality or formats by expanding the advertisement sizes or background and display to modify rate in paid of advertising. In addition, in Google Networking Members' website, Google AdSense is not advertised to public attention appropriately and there is a deficiency of awareness of how to use AdSense which is one the main money producers of advertising revenue. Improvement in AdSense for search, AdSense for content and Double Click Bid Manager could rise Google revenue extraordinarily. Non-advertising revenue could also help Google Inc. earned its revenue, which includes digital content products like applications, music, movies, Google Fibre, and technological products like the Google smart watch and Google Glass. To increase income in that category, Google must focus on growing its offerings to consumers through products such as Google Play, Google Drive, Google for Work, and so on. Google must concentrate on advertising and selling new items and effectively introducing them to the public. For example, Google Drive can be a threat of substitute for Dropbox if it's present properly with an effective business strategy model. Moreover, Google smart watch is one of the products that were predicted for huge revenues when it was launched to market, however Google has a slow start, and its sales were lesser than expectations. Even Google Glass failed compared to Apple watch, but it did not fail because of its technology whereas it could help the consumers to solve the problems and they do have the reasons why they needed it. Moreover, Google Inc. should also cut the costs to achieve a lower cost of sales and better profit. Even though R&D costs are not capitalized, Google must invest funds in this division. In areas of strategic focus, such as search and advertising, as well as new products and services, Google was presently investing extensively in R&D and capital expenditures. Google may save money and make money by forming a joint venture or using a startup fund. By lowering unit costs of supply and enhancing product functioning, technology has a significant influence on two key dynamics. To strengthen this position, Google decided to purchase several firms, including Android, to increase its profit from their vitality and resourcefulness. Google undoubtedly got benefits from technological improvements, mostly in the areas of security, advertising, videos, files sharing, e-Commerce, and mobile technologies. Developments in search, mobile applications, and online direct advertising are the technological factors that lead to the successful of Google Inc. Product Differentiation and Diversification-Google Inc. should use a differentiation approach to get a competitive advantage by meeting the demands of its clients and users. As a result, the differentiate product or service will be priced competitively, and the organization's margins will also be increased. However, if Google Inc. achieves the differentiated approach, it would pay more costs than before to develop the product or service's competitive advantage. The costs could be remunerated by increased of the sales from the specific product or service. The source of Google’s competitive advantage comes from the infrastructure of Google’s database that has been created over the years, relevance of search results, cost of implementing the search engine speed, and product offered from AdWords to social networking site which is mobile application platform. To maintain Google’s competitive advantage, the company should also develop an infrastructure that promises a fast and efficient search engine, as well as splitting out its efforts in other directions beyond search. Moreover, Google Inc. has also been able to maintain its position as a market leader. To diversify its business outside the search engine, Google Inc. pursued a product diversification and differentiation strategy. Google also revealed its cloud services. Its browser-based cloud apps gathered data via the internet and allowed users to install upgrades without interrupting. Users may utilize cloud apps from home, at work, or on their mobile phone or tablet since cloud applications give convenient assistance. Besides, Google also launched their Chrome web browser, which ranked second among other web browsers. However, it is assumed that Google has been effective in increasing company and gaining a considerable market share through its extra services after analyzing its strategy. Google's product diversification and differentiation strategy allowed the company to expand its position in new industries and gain considerable and significant market share. Besides, Google notches above its competitors overs-applicability of search results, cost of implementing the search and the speeds of the search. That is the competitive edge and differentiation advantage that Google has over its competitors.

Google’s competitive advantage comes from the good structure they have constructed over the years. Google’s distinctive competencies are observed through endless innovations, ease of use, and relevancy in results searching. Google has technological advantage over its competitors as they employed high-performance system that can handle greater workload than standard systems. Google not only offers a quick search, but it also offers tools and services like the Google Maps, Google News, Google Earth, and Google toolbar. Users may utilize the toolbar to do searches without leaving their homepage. It also makes routing easier by reporting each user's most-searched web pages. Google Maps and Google News, for example, could give additional help on top of the standard search engine. Besides, Google could also extend to mobile phones, delivering Google services and functionality as mobile applications with the Android operating system. Google may use these techniques to reach their customers and gain a competitive advantage [11]. Google’s competitive advantage is to provide fast search and tools to support general search engine. Competitors’ search engines like Microsoft Bing or Yahoo would have to improve and invest more in their infrastructure to compete with Google in terms of the speed and comprehensiveness of the google search results.

Other than that, Google began hosting content after owning YouTube in 2006. Google's acquisition of YouTube allowed it to play a key role in content hosting, allowing it to store content on its own servers. Google has also begun hosting and searching for digital editions of a variety of books. Users may search, read, and even download books given by Google. Google formed partnerships with publishers and authors to present their works. Furthermore, in 2004, Google released Gmail, a communication program that gave more than 15 GB of storage capacity, significantly more than its competitors. Furthermore, Google Mobile Service also offered a complete collection of software, including Gmail, Google Maps, YouTube, Google Drive as well as Google play store which allowed users to find apps from Google and independent developers. Google Mobile Services is a collection of applications that help to support functionality across devices that could provide a great experience to the Google's users.

Another way Google differentiates itself is by delivering something that Yahoo, and Microsoft Bing not offered. They provide connections that prove to be more valuable than those generated by competitors. This is infrequent because it generates a characteristic that only Google can satisfy. Their homepage website has a distinctive minimalist style with few texts. Yahoo and Microsoft, in contrast, have an excessive amount of content on their homepages. Business secrets have given Google the potential to create products that will take a long time for others to duplicate if they ever do. This is difficult to duplicate, especially for a new competitor that just enter the market. It allows Google to provide relevant sites to users fast and according to their choices. With a good setup and the largest market share, Google can beat competitors and develop before new competitors enter in the market.

RECOMMENDATIONS AND IMPLEMENTATIONS

Before we propose with the recommendation, let us analyze this case study using Porter's Five Forces, which is a popular method to assess competition in the industry.

Porter's Five Forces

Rivalry among Competing Firms

Advertising is the easiest way to generate high income in industry. Google in the earliest year of establishment was solely focus on searching algorithm and comprehensive search result without any other content, communication tools and advertisements. The nearest competitors to Google are Yahoo, Altavista, Bing and Ask which offer very similar products and services to Google. This, arise competition in marketing for the industries. Any company that can offers the great products, most relevant to the market's demand and supply, will become the customer's choice. In February 2005, Google has taken an initiative to fine-tune their search algorithm and improve searching and advertising in their search engine and launched Personalized Search including search history and launched paid listings and expanded search advertising by introducing "contextual" paid listing named AdSense and increase the market share, achieving 58.4% in 2007 and increase to 65.6 in 2009 surpassed Yahoo! Which is decreased to 18.5%.

Potential Entry of New Competitors

To sustain in the IT industries, all the competitors should always ahead in terms of exploring advance technology and keep providing good quality and very efficient services. Well established companies will get the benefits of big user's database compared to the new companies. It is easily for them to make research to improve their service and invest in the latest technology based on user's needs. In this case study, it is mentioned by mid-2001, google.com has become the ninth-largest US website and has been visited by 24.5 million monthly visitors. A very huge numbers of customers that very impossible to compete by the newcomers in the industry.

Potential Development of Substitute Products

The numbers of the internet users are keep increasing. With the latest technology and continuous innovation by the competitor they might be a new product that will substitute the existing search engine industries. Therefore, Google always anticipate in challenges from the competitors and should showcase themselves a head from other competitors. For example, In September 2008, Google Chrome web browser has been launched and had grown daily time views per user of 18.4%. So, low threat of substitution.

Bargaining Power of Suppliers

Although the are several companies compete with Google and offering almost the same product as Google, advertisers maintain their trust on advertising with Google because they satisfied with offers given in Google Ads System that more reliable and good for return of investment as a source of income. So, supplier's bargaining power for Google is low.

Bargaining Power of Customers

Apple introduces iPhone in 2007 and later in 2008, Android was introduced. In this transition, numbers of people connecting to the internet using the mobile phone or tablet are increase and surpass the numbers of desktop users. It gave the bad impact to Google because the highest revenue for Google comes from search apps on desktop. In 2013, Google make a new offer to their customers that the advertisement will be displayed in both platforms, desktop and mobile. Advertisers took this offer and continue their use of Google services and Google continue dominating the market. From the Porter's five forces analysis, we identified that Google really showcase their best reputation compared to other competitors. But, from these 5 forces, Rivalry among Competing Firms is the most competitive forces.

Recommendations And Implementations-Nowadays, people are moving towards mobile applications, cloud computing, communication applications, online productivity tools and so on. Google should alert, those companies who take an advantage to expand their field of expertise and innovate in advance technology in the market to sustain in the industries and keep competitive in the market.

Operate Within a Competitive Industry Environment

The second recommendation is Google should take an action from their advantages of strengths to overcome their identified weaknesses from the SWOT analysis or problems raised so that it did not affect the reputation of the company and allows Google to compete with the competitors effectively to sustain their business in the market. Google also should remain the ability to remain its strong relationships with Internet users, advertisers, and web sites. As for the example, in the case study, it has been stated that users keep on encountering problems in the usage of Google Apps on tablet or mobile, unlike Facebook or Apple. With the growth of technology in the world, it is the best time for Google to perform a very strong development team, to rectify and enhanced the algorithm to develop faster and effective apps to use through this new modern generation devices which are tablet & mobile phone. Google should perform a special taskforce to rectify issues and errors or reengineering this Google Apps in mobile devices. Special Taskforce means a gathering of a group of people/resources from various skills and expertise to do a special task such as solving a critical problem within a certain period. This taskforce will be adjourned when the problems has been clearly solved. Taskforce implementation will ensure that everybody who are involved will gift their full commitment to complete this special task until the problem is solved. Increase and improve product differentiation strategy- There are several ways on how Google manage to generate revenue such as private investment, selling shares of its stock and collaborate to partner with merchants and advertisers such as Google Pay, Google Ads, Google AdSense and Google Analytic. In this very competitive industry, taking an action on continuous improvement and enhancement by making an effective analysis based on the level of implementation and doing innovation can make the company difference from others, unique and unbeatable. This strategy will ensure that the existing products will always continuously improved and sustain the market and the company will remain highly competitive in the industry. For example, Facebook is grown and be very popular social media business and trusted advertising platform. Hence, Facebook has become the biggest threat to Google besides Apple. Google should utilize the implementation of Cloud Computing, the usage of Collaboration Tools, Mobile computing. Google also should embark on creating its own social media platform to generate revenue and compete with the competitors like Facebook, not solely focused on advertising using ads but also to take an advantage of the effectiveness of advertising through social media platform. Expanding the original market and diversifying products-Product counterfeiting is one of the very serious problems nowadays but overalls it's very hard to resolved. Therefore, consumers should be educated to be responsible users and choose the original products for use if we want to fight for challenges in product counterfeiting globally. Google has a big potential in growing in the future. To achieve this, Google should implement an open mind in driving its objective and strategies. Therefore, Google should continue upholding its competitive advantage via the product variation. The importance of diversifying products portfolio in search engine firm will be important to ensure wider audience can reached by Google. As an example, Google provides various of search engine tools on the net for users such as Google Maps, Google Earth, Google Toolbar etc. Therefore, having a diversified product will help Google to expand its client base and capitalized on its different initiatives through its essential and compulsory competencies.

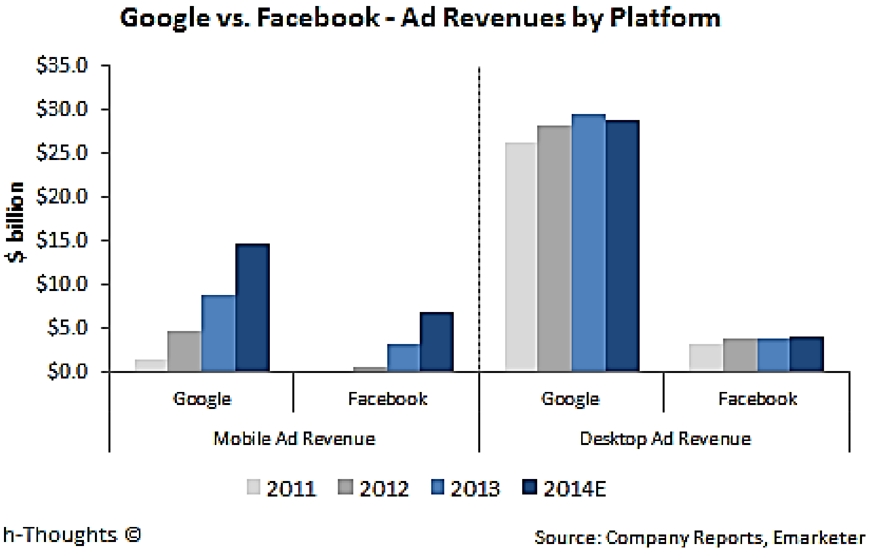
CONCLUSION

Google Inc. is the most successful internet advertising company in the world. It was started by two students of Stanford University, and it is now at the forefront of a global movement to transform the advertising industry. It has maintained its dominant position of the worldwide market by sustained methodical cultivation and remarkable strategy. As far as the company is concerned, Google Inc. has complete command over product supply and demand. Google must create a suitable marketing plan for its products after identifying the challenges associated to the drop in sales and the causes for the unsightliness of the items to customers. Google needs actual time periods and goals for reviewing indicators, as well as the necessary monitoring methods, to maintain its performance. Based on this case study, we learned that when customers switched from desktop computers to mobile devices, Google Inc. encountered difficulties collecting the advertising payments that comprised most of its revenue. As a result, one possible solution for Google Inc.is to modify its pricing model within the context of its business plan in order to increase revenue. As a result, if Google Inc. wants to make money and become more profitable, it should follow the first recommendation in the report and Increase and Improve Product Differentiation Strategy. However, we have identified a second issue: the emergence of new market competitors, all of whom compete directly with Google Inc.. Consequently, Google Inc. should use a new approach to fixing this problem by differentiating and diversifying its offerings. Therefore, Google Inc. should Increase and Improve Product Differentiation Strategy and Diversify Goods respectively, to gain a competitive advantage in the market and make its products superior to competitors. In other words, Google Inc. needs to do more than merely differentiate itself; It must be the market leader. Aspects of the business environment, such as the economy, government, the law, and public opinion, may and do impact the organization. Through increased spending on app creation, Google Inc. might boost its competitiveness. Google may be able to address the rising demand for mobile applications by expanding its inventive skills.

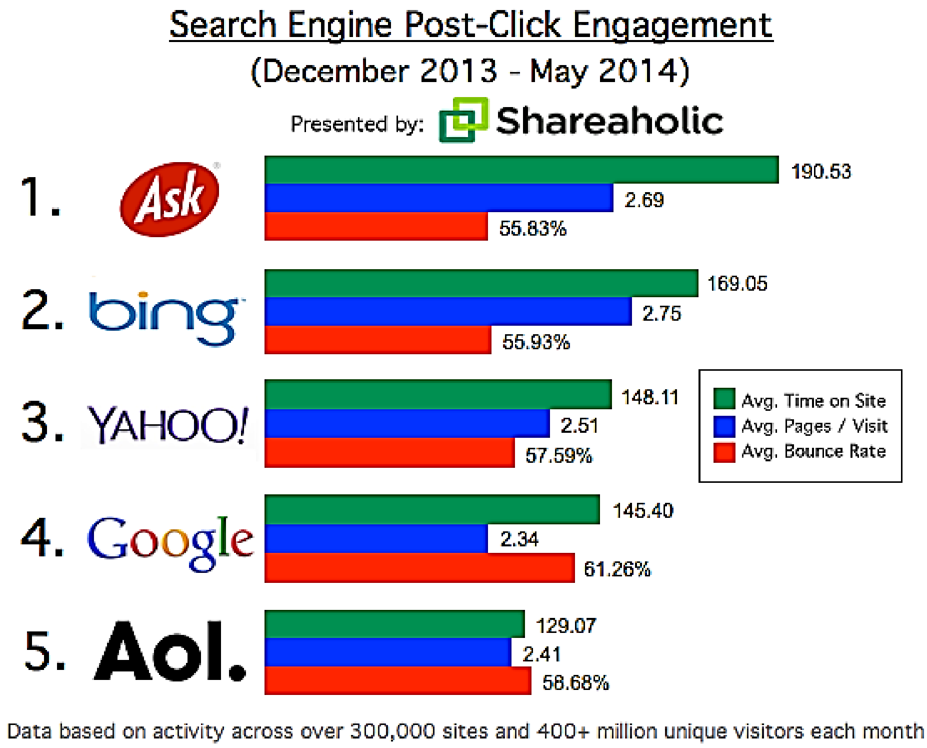
REFERENCES

1. Benjamin Edelman and Thomas R. Eisenmann, (2014). Google Inc. in 2014, accessed by 24th April 2022, retrieved from Harvard Business School Publications
2. Brianna Parker, (2020). Google SWOT Analysis, accessed by 1st May 2022, https://bstrategyhub.com/swot-analysis-of-google-2019-google-swot-analysis/
3. Carlie Porterfield, (2014). Google In 2014, accessed by 6th May 2022, retrieved from Forbes https://www.forbes.com/sites/greatspeculations/2014/12/31/google-in-2014/?sh=1a2396e768d4
4. IvyPanda (2021), "The Case of Strategic Analysis of Google Inc." accessed by 7th May 2022, https://ivypanda.com/essays/the-case-of-strategic-analysis-of-google-inc/
5. Kimberlee Leonard, (2022). 6 Different Ways Google Makes Money, accessed by 6th May 2022, https://seekingalpha.com/article/4469984-how-does-google-make-money
6. Matthew Johnston, (2022). How Google (Alphabet) Makes Money, accessed by 6th May 2022, https://www.investopedia.com/articles/investing/020515/business-google.asp
7. Peter Williams (2018), Google Inc in 2014 Case Analysis and Case Solution, accessed by 7th May 2022, https://www.case48.com/case-analysis/15115-Google-Inc-in-2014
8. Peter Williams, (2018). Google Inc in 2014 Case Analysis and Case Solution, accessed by 30th April 2022, https://www.case48.com/case-analysis/15115-Google-Inc-in-2014
9. Study Driver, "(Google) Strategic Analysis and Recommendation", accessed by 8th May 2022, https://studydriver.com/google-strategic-analysis-and-recommendation/
10. The Case Solutions, (2014). Google Inc. in 2014 Harvard Case Solution & Analysis,accessed by 1st May 2022, https://www.thecasesolutions.com/google-inc-in-2014-3-66949
11. Wikipedia, (2022). Google, accessed by 22nd May 2022, retrieved from https://en.wikipedia.org/wiki/Google

APPENDICES



Appendix 1. The differences between mobile ad revenue and desktop ad revenue of google and facebook



Appendix 2. Search engine post-click engagement of google and its competitors.

