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Executive Summary

In the last two decades, there have been numerous changes to the computer demands of the world requiring manufacturers to adopt radical changes to their processes. For most manufacturers, the need to adopt a more open approach to assembling their products has been the answer to meeting the needs of the consumers. Yet, in order to ensure that the competitiveness of the market remains in their favour, manufacturers need to maintain the quality that consumers want with low costs.

Report Introduction

The changing dynamics of the personal computer (PC) industry has prompted changes from all manufacturers competing in the market. On one side lies the increasing demand by the consumers, which has seen PCs become a necessity more than a privilege. On the other side, the increase in manufacturing organizations has resulted in an increase in competition, prompting a reduction of prices. In line with the second factor is that need for organizations to find cost-effective ways of manufacturing their components and products, in order to raise revenue for growth, research and development.

Industry Sector Analysis

The PC industry is one of the highly competitive ones in the world, with numerous large organizations main players in the market. The fight for new customers and markets is more than ever, prompting organizations to take steps into implementing new ideas and innovating to exploit the demands of the consumer and expand the reach of the organization.

Cost and quality have played a big part on the sales of all the major players in the PC industry. This has prompted a massive overhaul in manufacturing practices in the last few years, with organizations undertaken research into changes in processes and practices.

Additionally, the advent of globalization has allowed corporations to look past their national borders to the establishment of facilities in other nations. There are several underlying reasons to this. While there is the conception of new markets being explored to allow growth in sales and revenue, as well as a more diverse product portfolio being presented to the expanding consumer base, the key factor that has influenced PC manufacturers to look past the developed world is the cost of manufacturing. With skilled labour available at a lower cost in developing and under-developed nations, the setup of manufacturing plants has allowed these PC corporations to share the savings with the consumer-base worldwide, while enjoying the rise in product sale in the developing markets.

The competing corporations in the PC industry include:

1. Hewlett-Packard (HP): With 19.8% of the global market share in PCs for early 2009, HP has made a strong foundation for itself with strong success at both ends of the market, consumer sales as well as enterprise and business sales.
2. Acer: The Taiwanese electronics giant has revolutionized its products for the international market in a bid to grow and gain market share. Based on the figures for early 2009, Acer held 13% of the world's PC market through the sale of its products, which in recent years have been focused on the notebook and net-book variety (Hickins, 2009).
3. Lenovo: It has been a remake for IBM's PC division, taken over by the Chinese manufacturer

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