

# Analysis of Google Inc

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## Abstracts

Google Inc. (Google) is focused on improving the ways people connect with information. The Company generates revenue primarily by delivering online advertising. The Company focuses on areas, such as search, advertising, operating systems and platforms, and enterprise. Businesses use its AdWords program to promote their products and services with targeted advertising. In addition, the third parties that comprise the Google Network use its AdSense program to deliver relevant ads that generate revenue and enhance the user experience.

In February 2010, the Company acquired Aardvar and On2 Technologies, Inc. In May 2010, The Company acquired of AdMob, Inc. (AdMob). In August 2010, the Company acquired Slide, Inc. (Slide). In December 2010, the Company acquired Widevine Technologies, Inc. (Widevine). In April 2011, the Company acquired PushLife. In September 2011, the Company acquired Zagat.

The product Company Analysis from Aruvian's R'search is a highly comprehensive research analysis on the particular company and its competitors. A company analysis includes a complete and comprehensive analysis of the selected company, an overview of the industry the company operates in, a PEST Framework Analysis of the industry, and then moves on to analyzing the company itself.

Company analysis from Aruvians includes a history of the company chosen, a business segment analysis of the segments that particular company operates through, a look at the organization structure of the company, a geographical operating segments analysis, an analysis of the company's major competitors. In general, every company profile includes two to three competitors of that company.

A financial analysis of the selected organization is also presented in the report which includes a ratio analysis, basic profit and loss analysis, presentation of the company

balance sheet, and much more.

A SWOT Framework Analysis of that company as well as its competitors completes this in-depth product - Company Analysis from Aruvian's R'search.

## Contents

### **A. EXECUTIVE SUMMARY**

### **B. LOOKING AT THE INDUSTRY**

- B.1 Industry Definition
- B.2 Brief Profile of the Industry
- B.3 Impacts on the Industry
- B.4 Challenges Facing the Industry
- B.5 Future Perspective

### **C. INDUSTRY PEST FRAMEWORK ANALYSIS**

- C.1 Political Aspects
- C.2 Economic Aspects
- C.3 Social Aspects
- C.4 Technological Aspects

### **D. LOOKING AT THE COMPANY**

- D.1 Company Profile
- D.2 History of the Company
- D.3 Ownership Pattern in the Company
- D.4 Corporate Hierarchy
- D.5 Organizational Divisions
- D.6 Profiling the Key Executives
- D.7 Products & Services
- D.8 Recently in the News

### **E. LOOKING AT BUSINESS**

- E.1 Business Segments
- E.2 Geographical Segments
- E.3 Company Subsidiaries

### **F. SWOT FRAMEWORK ANALYSIS**

- F.1 Strengths to Build Upon

- F.2 Weaknesses to Overcome
- F.3 Opportunities to Exploit
- F.4 Threats to Overcome

## **G. PROFILING THE COMPETITION**

- G.1 Microsoft Corporation
- G.2 Yahoo! Inc.

## **H. FINANCIAL ANALYSIS OF THE COMPANY**

- H.1 Current Financials
- H.2 Balance Sheet
- H.3 Profit & Loss Statement
- H.4 Ratio Analysis

## **I. FUTURE PERSPECTIVE**

## **J. APPENDIX**

## **K. GLOSSARY OF TERMS**

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