PPT
The response addresses the queries posted in 1303 words (6 slides) with references.

Word Doc
The response addresses the queries posted in 1604 words with references.
//Prior to implementing any strategy in the business process in a practical way, the effectiveness of the strategy is required to be evaluated essentially. The best way to do the strategic evaluation of any strategy is the SWOT analysis. SWOT analysis of any company's strategy can be done after having an overview of the background and concept of business of the company. In this relation, in the beginning of the section, the overview of the Hewlett Packard is summarized under the same heading.//

Overview of Company:

Hewlett Packard is US based company, which mainly operates in the field of the information technology. The main business of the company includes manufacturing of the hardware and software as well as providing computer related services to the global customers. The existence of the company on the global level is in about 170 countries (Hewlett Packard, 2010). The company follows the general growth strategy in the long run for the future business success. The implementation of this strategy in the long-term would be done based on its favorable and unfavorable aspects.

//After having a brief knowledge about the business of the company and its general strategy, the SWOT analysis of its general strategy can be conducted in an effective way. In this regard, the SWOT analysis of Hewlett Packard is conducted in the following section under the same heading.//

SWOT analysis of General Strategy:

For the project, the company has mainly the general growth strategy. For the association of this strategy, the company has carried strong operations and merger. All these strategies are required for having long-term success of the business. For this purpose, the favorableness of such strategies is evaluated under SWOT analysis. The SWOT analysis comprises the strengths, weaknesses, opportunities and threats. The detailed description of all these is done as under:

Strengths: The analysis of the strengths is done based on the efforts the company has already made for the strategy implementation. The main points of strength in this regard are as under:

The company has already made partnership with more than 1000 companies for the development of the new products and services. The company is providing various kinds of resources, tools and programs to deliver favorable and beneficial results to its partners for accelerating its momentum in the current market (HP Shares Growth Strategies for Channel Partners at its Americas Partner Conference, 2008).
HP has gone into a merger with Compaq in the year 2002. With such an assistance of this strategy, the company became a major player for developing high quality servers and desktops.
Recently, the company has purchased several software companies in order to make its software services augmented for its global business customers on the large scale.
The company has done huge investment on the development of the new technologies for the effectiveness of its production process and business effectiveness.
Weaknesses: Despite all the effective measures taken by the company for the implementation of its general strategy, the company has done several works which are not favorable for its strategy and can hinder the implementation process is varying ways. Some of such weaknesses are as under:

For the effective working of the newly developed technologies, the company should employ highly efficient and technically advanced workforce; while the company has appointed ineffective and wrong persons for the execution of the technology strategies.
Very large mass of capital has been invested in the field of research and development. This would probably result into the shortage of fund for effective implementation of its strategy in the future run.
The strategy of merger by Hewlett Packard was not considered pessimistic and unfavorable in the entire world from the growth point of the view of the company (Rosen, 2008).
Opportunities: In relation to the future implementation of such strategies, the company would have several beneficial opportunities, which are summarized as under:

Through going in the large partnership, the company would have a large market share in the future run.
The new technologies would help the company to develop more advanced computer hardware and software products for increasing its global sales and will indirectly provide it with a highly competitive position.
The implementation of these strategies would be favorable for the company for having a long term survival and stability.
Threats: For the future success of any business, the companies are required to implement newer strategies continuously. In this regard, if the proposed growth strategy of the Hewlett is not implemented or has a very poor implementation, then it would probably face several kinds of threats. Some of them are summarized as under:

Without going in the partnership, the company would lose its market share as the new partners of the company would cut its market share at a great level.
The degree of competitiveness of the company would also decline as the company would not meet the demand of the global customers in an effective due to the lack of development of the advanced technology based computer products.
The company would not able to utilize its resources on the best possible level, which would result into ineffective investment of the capital in the company.
//After the SWOT analysis of the strategies of the company, in the next section of the discussion paper, the measures required to undertake for the implementation of strategies are described in a detailed manner.//

Implementation of the Strategies:

Strategy implementation is a critical task for the management of the business organizations. For such purpose, the management has to consider varying issues, which can be raised in the entire process as well as the cost which can incur in such an implementation process (Ryall & Craig, 2003). During the implementation of such strategy, the management should consider the issues of the employment of the unskilled and inexperienced workforce for the new technology based production process. This is because the company would require expanding high cost on the training of such an employee mass. In this concern, the company is required to employ experienced and skilled workforce so that the cost incurred in the training can be used for other useful areas of success.

Secondly, the number of partners should be decided as per the requirement of the company. This is because of the fact that it directly affects the profitability of the company. All the partners would cut the dividend of the company as per their set percentage. For this purpose, the company should make partnership with only those companies which are highly profitable for its business. These issues can hinder the organization to get the sufficient support of the stakeholders.

With the involvement of the merger and partnership with the new companies and inclusion of advanced technology in the business process, the existing employees of the company would show their resistance as they would be required to add new knowledge in their existing practices. The resistance of the existing employees is not a good symbol for the implementation of any business strategy. For such purpose, the management should motivate the employees in a positive way, either by increasing their compensations or by specifying their services in a particular area.

The implementation of this strategy can be done better with the help of a budget. The rough budget for this strategy is formed as under:

Budget for Strategy Implementation

Cost Category
Classification
Amount ($)

Fixed Expenses :

Scientific & technical research
800000

Programming
450000

Fees of license for new technology
500000

Fixed administrative expenses
800000

Construction of research facility
500000

A.
Total fixed expenses
3050000

Variable Expenses :

Salary of managers
1000000

Central computing expenses
200000

Experimental expenses
150000

Internet expenses
400000

Administrative expenses
150000

B.
Total variable expenses
1900000

Current expenses :

Infrastructure modification
225000

Training expenses
450000

Depreciation expenses
225000

C.
Total current Expenses
900000

Capital expenses :

Research & Development
1000000

D.
Total capital expenses
1000000

Total
6850000

Project Success for Management:

This project with the strategy implementation would be able to render ensured success for the management of the company in different ways. The demanding cost incurred in the company would be shared by the partners of the business in equal share (Ryall & Craig, 2003). This would reduce the cost burden of the company. In addition to this, the losses and risks of the business would also be shared by the business partners equally. This way the company would not have the threat of capital insufficiency in its business with such a project. Another benefit with this project would be the schedule of the business. With the help of this strategy implementation, the company would be able to frame a schedule for its business operations as per the timeframe. With the timely completion of all the business activities, the demand of the global customers would be fulfilled on the right time. With this, a sustainable growth would be attained by the company.

Lastly, the performance requirements of the company would also be met at the expected level with such measures. With the involvement of the advanced technology, the productivity of the workforce would be enhanced. The partners of the company would add new ways of strategic success to the business of the company. This way the given project would be very much beneficial for the overall success of the business of the company.

// I hope the assistance provided by me is quite sufficient to address the queries. It will surely help you to develop a better understanding of the topic discussed and enhance your knowledge. I am also including the references where I found the content. At the end, I wish you happy learning://

References:

Hewlett Packard, (2010). Retrieved April, 12, 2010, from http://www.hp.com/#Product

HP Shares Growth Strategies for Channel Partners at its Americas Partner Conference, (2008). Retrieved April, 12, 2010, from http://www.hp.com/hpinfo/newsroom/press/2008/080226a.html

Rosen, B. (2008). The Merger That Worked: Compaq and Hewlett-Packard. Retrieved April, 2010, from http://www.huffingtonpost.com/ben-rosen/the-merger-that-worked-co\_b\_95873.html
Ryall, M. J. & Craig, J. C. (2003). Strategic Management Kogan Page Publishers.