Strengths

Management

- Google purchased YouTube in 2006, which now is valued at over $20 billion dollars making the purchase a vital one to today's success of the company.
- Google is most concerned with the customer experience when it comes to their products and services resulting in a loyal customer base for the company.
- Google's founders are still actively involved in the operations of the company which keeps the company working to achieve the same goals as when the company started, remaining consistent with consumers.

Marketing

- Google is the most used search engine on the internet which results in a number of diverse markets reachable through advertising.

Finance & Accounting

- Google's stock recently reached an all time high of $1,150 resulting in the value of the company increasing as well as funds from stockholders investing increasing.
- Google consistently earns a profit quarter after quarter making the company desirable for investors and shows a healthy operating procedure.

Production & Operations

- Google has a simple and clean interface that makes it easy for users to navigate throughout the website.
- Google has 70 office locations all over the world making it easier for the company to respond to the needs of many different demographics and markets.
- Google has many other products and services in addition to their search engine making them more known in the marketplace across different segments and also makes them more profitable.

Research & Development

- Google conducts research on what percentage of consumers that click or view an ad continue on to purchase a product from the advertising company resulting in a constantly changing approach to initiate sales for advertisers.

WEAKNESSES

Management

- Google has 70 offices located around the world making managing the entire company with the same standards very difficult.

Marketing

- Google is not the only search engine or website that offers ad services to companies looking to advertise which makes it harder for Google to attract advertisers.
- Google earns most of their revenue from pay-per-click advertisements which are not as appealing to advertisers or consumers as more engaging ads are now considered to be more effective.

Finance & Accounting

- Google's main source of revenue is advertising which makes it more difficult to be profitable when considering competing websites reaching similar markets that advertisers could also choose.

Production & Operations

- Google has many different products and services that are offered to consumers at no cost, making it harder to allocate resources to all of the different products and services in order to keep them successful and appealing to the public.

Research & Development

- Google continues to use less engaging advertisements to appeal to consumers allowing competitors to provide advertisers with interacting and appealing advertisements before Google can.

Opportunities

Political

- With the large number of users that frequent the website daily, an opportunity results in presidential elections to use Google as a platform for presidential campaigns.

Economic

- With the continued reliance on the internet and technology there is an opportunity to continue to expand the company into other cities and employ more people in those cities.

Socio-Cultural

- With the increased dependence on the internet in today's society there is an opportunity to expand services offered to consumers in order to gain more control over the market.
- With the increasing need for older generations to use the internet there is an opportunity to create products and services that appeal to the older demographics.
- Smart phone and mobile phone use continues to grow globally creating the opportunity to create products and services that can be used wirelessly by consumers.

Technological

- With the rapidly growing technology today, there is an opportunity to enhance already established products and services in order to increase value for consumers.

Environmental

- With the growing concern for the health of the environment there is an opportunity for a successful and financially secure company to create an initiative to improve the environment and could be linked to the Google Earth program.

THREATS

Political

- Information and media that is posted on the internet could result in the government threatening to regulate information provided to users on the internet greatly affecting the operations of internet companies.

Economic

- With a downturn in the economy and less disposable and discretionary income held by consumers the internet and advertisers could be threatened in terms of success due to a decrease in online shopping and even internet access from computers.

Socio-Cultural

- With the recent movement to get healthy and become a more active society internet companies could be threatened due to less activity and use of websites resulting in advertisers looking for a new way to reach consumers.

Technological

- With technology moving at such a rapid pace the success of technology and internet companies could be threatened due to the inability to keep up with the constantly changing technology and standards set by consumers.

Legal

- With the expansion of internet services and products the success of new products could be threatened by patent protection lawsuits and copyright infringement.

Alternative Solutions

1.

- Horizontal Integration
- A vertical integration strategy that seeks ownership or increased control over competitors.
- Google gaining control and ownership over Bing to add a diversified product to their portfolio featuring up to the minute resources for users.

2.

- Related Diversification