HP Loses Top Spot in Global PC Market

Contributed by Tom McGregor
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Hewlett Packard stood atop the rankings as world's biggest PC-maker for the past six years. But then along came Lenovo with a bold and innovative strategy to challenge the computer giant.

"Lenovo accounted for 15.7 percent of PC shipments in the third quarter, according to a research firm, Gartner, compared with 15.5 percent for HP," as reported by the Daily Telegraph of London. "the ascent of Lenovo, which bought IBM's PC business a decade ago, shows little sign of slowing. The company is benefiting from strong demand in its domestic market allied to an aggressive pricing strategy."

Numerous other factors accounted for its success. The Chinese PC maker has pursued a strategy to sell its products to emerging markets, open a manufacturing plant in the US and create new devices that appeal to consumers who are growing accustomed to Apple iPads and Samsung Galaxy smart phones. Additionally, Lenovo's takeover of IBM provided the company with American know-how to expand globally.

Moving in on emerging markets and spreading a strong sales network to rural regions of China had been costly and risky, but has eventually boosted its bottom-line. Lenovo had to build from the ground up with manufacturing and distribution channels to ship its computers to isolated areas around the world without guarantees that consumers living there would actually purchase its products.

To read the entire article from the China Daily, link here:

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