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Introduction to Business

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Born Global – Logitech

From the inception of the company it needs to want to do business and have an effect across multiple nations to be considered a born global firm. Logitech, originated in 1981 by two Stanford graduates in Switzerland, Daniel Boreal and Pierluigi Zappacosta, had just this in mind. Logitech is a computer technologies company that offers a variety of quality computer peripherals at a range of prices. Their headquarters is in Lausanne, Switzerland and have been operating in Switzerland throughout the company's history. Now, they are worth \$7.78 billion and ship millions of products worldwide. During the early 1980s, they developed their first successful product; the computer mouse. Computers were becoming graphical at this point, so there was increasing demand for a device to control user input to the screen.

As other technology companies were growing, and computers becoming ubiquitous, Logitech products were highly demanded. Seeing the need for increasing global operations, in April 1988, they opened their Ireland branch. Just a few months later, in April, Logitech made the decision to go public to keep up financially with the growth they were seeing. This was a major challenge they faced early on in their story. Another smart move, while also challenging, was to consolidate manufacturing operations in China. This allowed for development of more than just mice. Soon after, and all throughout the 1990s to the present, Logitech began marketing other devices. Some early ones being early digital picture cameras, a speaker/microphone

combination, and a joystick for playing games. Now, Logitech is very prevalent in the gaming industry, in addition to, normal workstations and offices. While other companies are gaming companies, Logitech is seen as a peripherals company with a gaming line. This is one competitive advantage, done through marketing, that benefits them over other companies. They have widened their product line and supported devices and build quality items as seen through customer loyalty; more than 700 million mice have been sold. This also increases competitiveness over other companies as they offer a large selection, without compromising on quality.

Strengths	Weaknesses
Logitech has shown the ability to adapt and change throughout the years as technology is changing. Their product line is diverse and is offered at a range of prices. With their global presence, they are a leading competitor in this field.	They are not a specialty company, but instead offer product lines, therefore specific use-cases will require high quality tools.
Opportunities	Threats
Computer technology is an ever-growing field, without any sign of slowing down soon. There will continue to be a need, or at minimum, a desire to extend the functionality of the tech one owns. Due to this, the market is large and getting larger.	Several companies exist who pose strong competition. Logitech must continue to hold quality high and offer affordable products to remain ahead. Developing tech is moving away from peripherals in general, to be more streamlined.

In my opinion, Logitech will continue to be a world leader in computer peripherals and will keep growing. They have been on a steady trajectory of growth and if they continue to adapt to the times and expand their product lines, they will likely continue to have a market. The most major threat I see to the company is that of the inherent nature of reducing technology to its most minimal form. In that, trackpads replace mice, touchscreens replace keyboards, etc. There will continue to be a need for these devices, but there is a general shift away from “bulky” technology. How will Logitech adapt post smartphone, post PC? What is coming will replace these relic devices, how this company responds will likely decide the success of their future.