

# Hewlett Packard Compaq Strategy and Valuation

Mary Buente, Jacob Duke, Maria Knight,  
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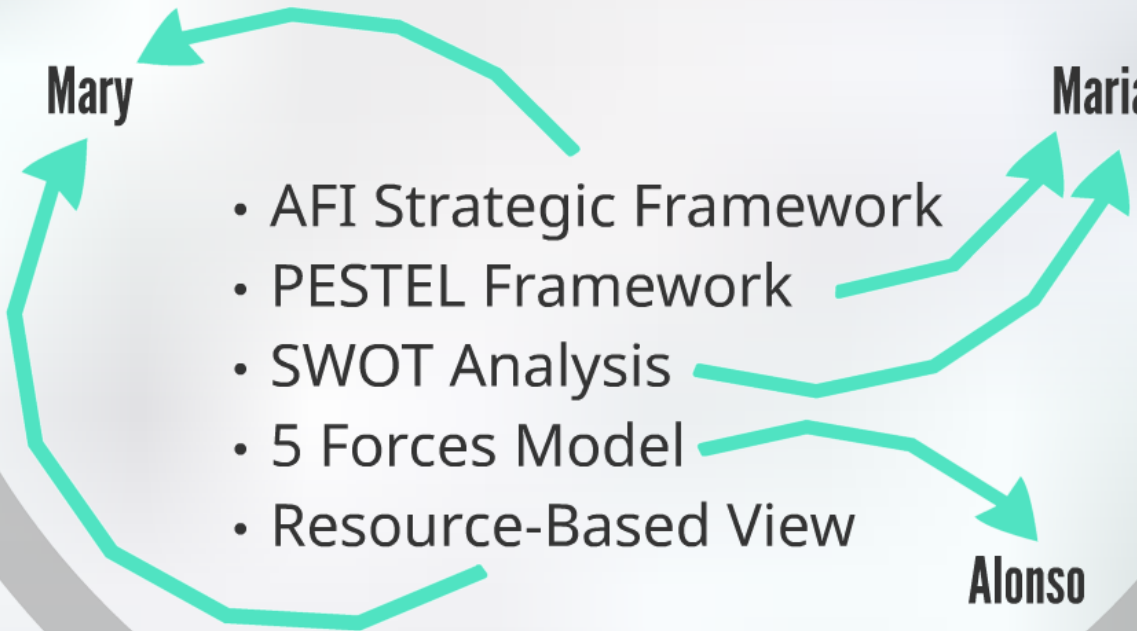
# HP-Compaq Merger Analysis

Mary

Maria

- AFI Strategic Framework
- PESTEL Framework
- SWOT Analysis
- 5 Forces Model
- Resource-Based View

Alonso



# Background of HP

- Founded in 1939 Palo Alto Garage
- First product was a Audio Oscillator
- Dozens of products over 75 years
- Globally recognized Company

