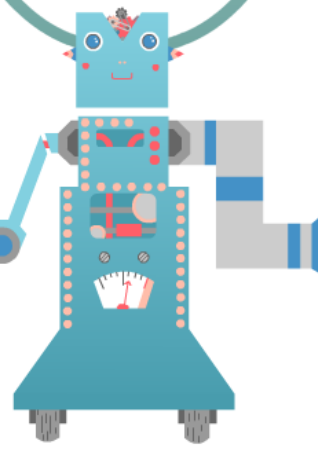
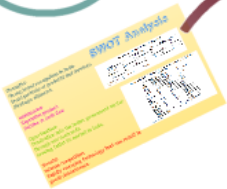


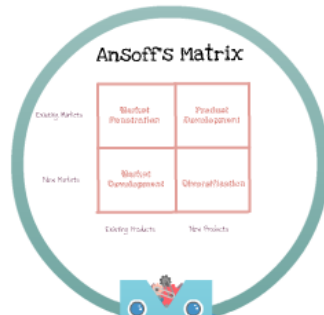
HCL
HCL INFOSYSTEMS LTD.



SOLUTIONS

HCL BEANSTALK: ALL-IN-ONE DESKTOP RELAUNCH

TheCaseSolutions.com



Summary

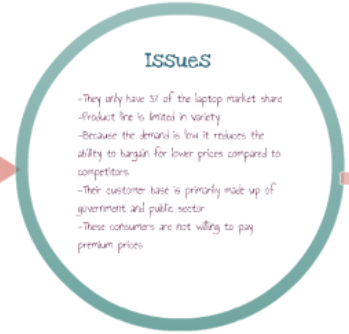
The project was to relaunch the HCL Beanstalk desktop computer in India. The goal was to increase market share and improve profitability. The project was completed successfully, resulting in a 15% increase in market share and a 10% increase in profitability.

History

- Founded in 1976
- HCL Infosystems Ltd. was a pioneer in India IT market.
- Became one of India's premier hardware, services & technology companies.
- HCL Group has 3 divisions and owned several companies of 200,000 employees.
- Other well-known brands are: Remedy, NetScout, etc.

SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats



SOLUTIONS

HCL BEANSTALK: ALL-IN-ONE DESKTOP RELAUNCH

History



- Founded in 1976.
- HCL Infosystems Ltd. was a pioneer in Indian IT market.
- became one of India's premier hardware, services & integration companies.
- HCL grouped into 3 divisions and earned annual revenues of INR 120 billion.
- Alliance with brands such as Microsoft, Nokia and Cisco.


...determine what those



Summary

- HCL Infosystems was the first Indian company to introduce AIO products in 2007
- Thus, was not present during AIO category of the market in 2011.
- HCL has severe competition with multinational brands and white-box vendors.
- HCL's share in the Indian computer hardware market shrunk from 6.6% in the 3rd quarter of 2010 to 3.7% in 3rd quarter of 2011
- HCL would need 20% share in the consumer market for AIO's in order to fully leverage its sales in business markets.
- Amit Lal, group marketing head, presented a launch plan to HCL's VP who needed to decide whether to use HCL's usual geographic segmentation or to start using psychographic variables for the AIO category.
- In order to use psychographic variables, they had to determine what those variables would be.

History



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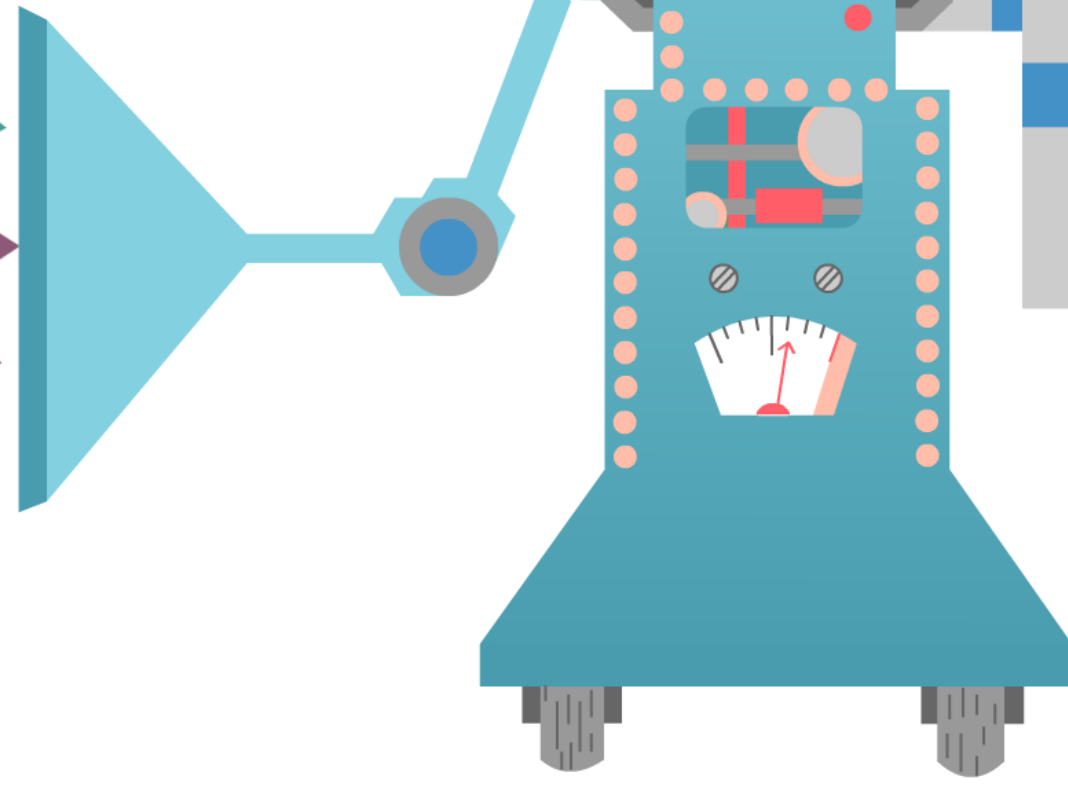
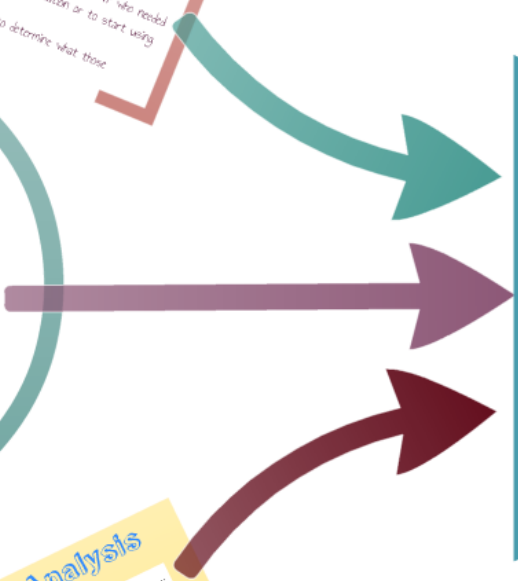
SWOT Analysis

Strengths:
 Strong brand recognition in India
 Broad portfolio of products and services
 Strategic alliances

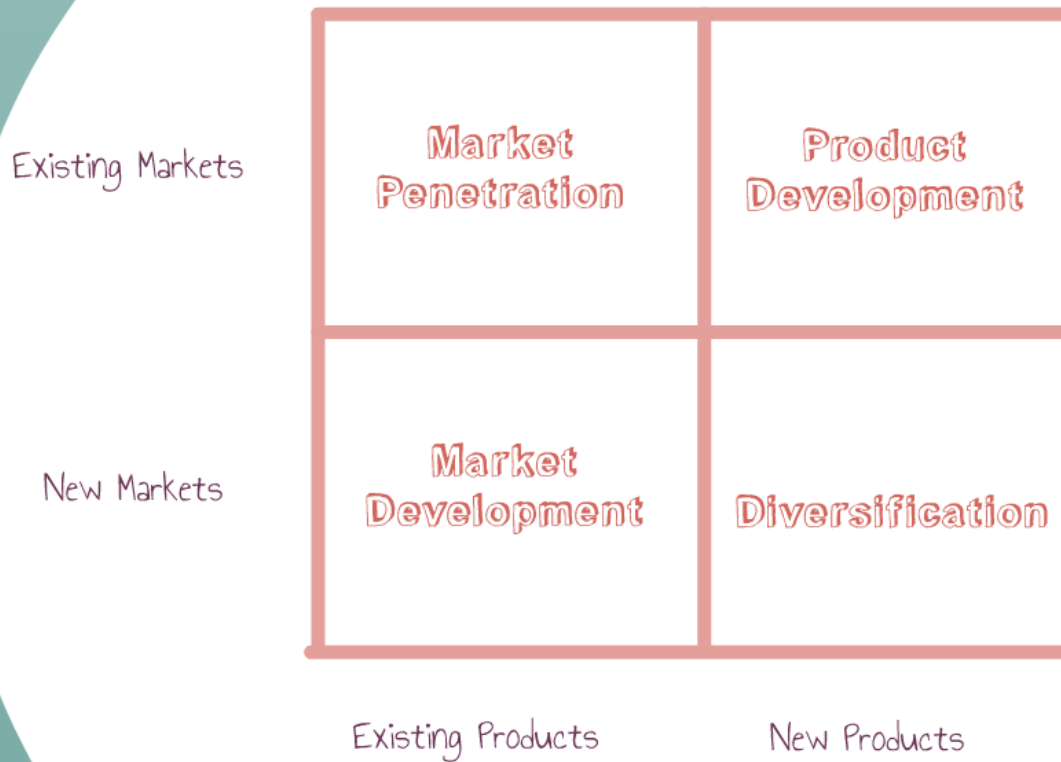
Weaknesses:
 Expensive product
 Decline in cash flow

Opportunities:
 Penetration into the Indian government sector through new contracts
 Growing tablet PC market in India.

Threats:
 Intense competition
 Rapidly emerging technology that can result in goods obsolescence.



Ansoff's Matrix



ISSUES

- They only have 3% of the laptop market share
- Product line is limited in variety
- Because the demand is low it reduces the ability to bargain for lower prices compared to competitors
- Their customer base is primarily made up of government and public sector
- These consumers are not willing to pay premium prices