

The Acer Group's China Manufacturing Decision Case Solution



K11402T - Group 3

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Overview Acer Group

- *The Acer Group* is a family of four brands: Acer, Gateway, Packard Bell and eMachines
- *Acer's Slogan*: Empowering Technology

Background and History

In 1976

Founded under the name Multitech, with \$25,000 and 11 employees

In 1985

Gateway was founded in farmhouse with \$10,000 loan, rented computer and 3-page business plan

In 1987

The Acer name was created

In 1988

IPO

In 2004

Acquired EMachine - one of the fastest growing machine PC brands

Founder



Shih believes in goodness of people and trust all his employees

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