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Thecasesolution.com

Logitech®

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Logitech's Advertisement



You Tube

Agenda

- **About Logitech**
- **Logitech's History**
- **S.W.O.T. Analysis**
- **First Mover/Acquisition Strategies**
- **Summary**
- **Questions**

About Logitech

- Worldwide leader of computer mice and the world's largest provider of computer peripherals
- Founded on October 2nd, 1981
- Founders: Daniel Borel, Pierluigi Zappacosta, Giacomo Marini
- Was to be named Softech Logitech, using the root of the French word for software "logiciel".
- US Ticker Symbol: LOGI
- Headquartered: Romanel, Switzerland
- Current CEO: Bracken P. Darrel
- Current Company Slogan: "Science Wins"

About Logitech continued...

- Started as a software development and hardware architecture company
- A new opportunity with hardware products, starting with computer mouse.
- Throughout the years, Logitech has grown through acquisitions with companies like: Connectix, Labtec, Intrigue Technologies, Slim Devices
- Offers wide range of innovative products
- Logitech products are distributed in more than 100 countries
- Has partnered with Google, HP and Skype
- Shipped its 1 billionth mouse in 2008.

History - The 80s

1981- Establishes as a software development and hardware architecture company in Switzerland.

Mid-1980s- Saw a new opportunity with hardware products, starting with the computer mouse. This later became a turning point for the company's future.

1982- Introduced its first hardware device, the P4 mouse.

1984- Signed a contract with HP to manufacture a redesigned mouse at \$44.95 per unit – it was a deal that allowed for very little margin, but the production rate would eventually reach 25,000 units a year.

1985- Entered the retail market selling 800 of the C7 mouse in the first month.

1988- Executives decided to take the company public to help finance its rapid growth.

History - The 90s

1990s- With the PC market's popularity of the internet and new home/office software applications, Logitech identified a larger market opportunity and began growing its business beyond the mouse.

1998- Guerrino De Luca becomes CEO

1998 - 2006- Expands their portfolio of products introducing computer keyboards, a digital still camera, a headphone/microphone, a joystick gaming peripheral, and a web camera. Collaborating with companies like Connectix, Labtec, Intrigue Technologies, and Slim Devices, Logitech strategically positioned itself in all aspects of the personal peripherals world.