

ACER GROUP



K11402T - Group 3

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- Part 2: Analyze Problems of Acer
- Part 3: Organizational Structure
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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 Intel Corporation, with \$250,000 and 8 employees
- In 1985: Company was founded in Portland, Oregon, with 100 employees, and moved to Santa Clara
- In 1987: The first Intel processor
- In 1998: Intel
- In 2004: Founded Intel Corporation, and it has found growing market for Intel

Founder



His believes in goodness of people and trust all his employees

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

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