Google: SWOT Analysis 2020

Google



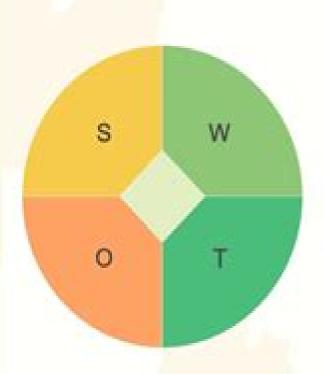


- Google is the king of the online search engine department
- No competitor has come close to challenging Google's position in search engine
- Google is a highly recognized brand in the world
- The huge revenue of \$161.86
 Billion (2019) that Google has gamered through advertisement has ensured its growth
- Google has successfully adapted mobile and Android technologies

- Google has been slammed by many experts for its excessive reliance on privacy
- Google's overdependence on advertising has increased speculations regarding the company's future
- Boycott of Google and Youtube by Major Advertisers
- Algorithm non-accuracy
- Weeker presence in social networking

- Android Operating system
- Cloud Computing
- Including Payment Gateways
- Google has acquired Fitbit for \$ 2.1 Billion to compete with Apple
- Google is prepared to market its newly introduced Google Glasses and Google Play

- High advertisment cost.
- Alternative product
- Google's US digital ad revenue is expected to see a decline in market shares.
- Google has been involved in antitrust controversies for years by both US and EU lawmakers
- Anti-encryption drive to reduce Child Abuse:



Swot Analysis On Google Company

WJ Hussar

Swot Analysis On Google Company:

Whispering the Secrets of Language: An Psychological Quest through Swot Analysis On Google Company

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