Finance, Accounting, and Banking

Student’s Name

Institution

Date

**Introduction**

An article “When One Division Makes, All the Money but the Other Gets All the Attention “discussed some of the changes implemented by Eagle Electronic to regain its market shares and profitability. The article was authored by Richard G. Hamermesh, and published by Harvard Business Review, on July 2019 business issues. It illustrates the change of leadership and how Eagle Electronics addressed its challenges with products in the electronic market.

Eagle electronic was a well-known computer and peripherals seller but chip out to venture into other markets due to stiff competition from Dell. In order to succeed Eagle started other ventures to use as a platform to spearhead the growth. First, Eagle Electronics allowed employees to submit a proposal on ideas or ventures and then the company injects 75% finance to drive the idea. Under the same platform, the company y managed to get 13 proposals from employees and adopted them all. The provided an assistant to ensure that the starts meet their goals. However, after eighteen months, the firm started to receive attention from financial and technology press due to high profitability the company started to realize from the investment. Eagle electronics created several financial streams with one start projected to be bringing approximately $340 million in sales and $ 34 million in earning (Hamermesh, 2019). It is, therefore, evident that the company changed strategies by creating several different products, which helped the company to increase its market share and profit.

The change in investment strategy can be used in our company to provide a variety of products, which can increase the market share of the company. By coming up with several products under different startups, Eagle Electronics started to give customers various choices and therefore, it attracted many clients which helped the company to increase market share and profit. The same strategy can be used to increase market share by increasing products which the company offers the market. Depending on a single product can be damaging the company and stiff competition can make the company obsolete in the market.

# References

Hamermesh, R. G. (2019). When One Division Makes All the Money but the Other Gets All the Attention. *https://hbr.org/2019/07/case-study-when-one-division-makes-all-the-money-but-the-other-gets-all-the-attention*, 2-34.