



Micro Internships | Client brief

LENOVO - DESIGNING LENOVO'S FUTURE BEYOND PCS

SUMMARY

Lenovo is a global technology company known for PCs and devices but is increasingly transforming into a solutions and services provider. As technology evolves into the PC+ era, customers are demanding integrated digital solutions rather than standalone hardware. Your brief invites you to analyse the technology industry and Lenovo's position relative to competitors. Using tools such as PEST or SWOT analysis, you should develop recommendations that could help Lenovo remain competitive in a rapidly changing market.

KEY WORDS

- Technology Strategy
- SWOT Analysis
- PEST Analysis
- Digital Transformation
- Cloud Computing
- AI Innovation
- Market Competition
- Customer Expectations
- Global Technology Industry

INDUSTRY

- Technology
- Consumer Electronics
- Cloud & Infrastructure
- Digital Services

FOCUS

Exploring market analysis, strategic thinking, technology trends, competitive positioning and innovation strategy.

BRIEF

Hi everyone – I'm at Sam Patel, Marketing Director at **Lenovo UK**. I'm really excited to share a challenge with you that we'd love your help thinking about.

Lenovo is a global technology company with more than 77,000 employees, operating in over 180 markets around the world. You might know us best for laptops and PCs, but today we do much more than that. Our goal is to deliver "smarter technology for all." That means creating not just devices, but also services, cloud solutions, and technologies that help businesses and individuals work, learn and live more effectively.

However, being a global technology leader also creates some big challenges. The technology industry moves extremely fast. New competitors appear quickly, customer expectations constantly change, and innovations such as AI, cloud computing, and edge technologies are reshaping how people use technology. This shift is sometimes called the "PC+ era."

In the past, companies mainly bought individual devices like laptops or desktop computers. But today, many customers want complete technology solutions – things like integrated devices, cloud infrastructure, support services, and subscription-based systems that work seamlessly together.

So here's the challenge we'd like you to explore.

How can Lenovo remain competitive and continue leading the technology industry as the market evolves beyond traditional PCs?

You might want to think about questions such as:

- What are customers in the UK expecting from technology companies today?
- How are our competitors positioning themselves, and what makes Lenovo different?
- How might recent technologies like AI, cloud services, or subscription models influence what customers want next?
- And finally, what strategic actions Lenovo could take to strengthen its position in this changing market.

You might consider using frameworks like SWOT or PEST analysis to organise your thinking. Your goal isn't to find the perfect answer. Instead, try to develop clear, logical recommendations that Lenovo's leadership could realistically consider. Think creatively, work collaboratively, and support your ideas with reasoning.

We can't wait to see what you come up with. Good luck, and don't forget – you can find out more about Lenovo at: <https://www.lenovo.com/gb/en/about/who-we-are/>