

HISTORY OF BRAND ASUS

Rizenko O.I., *student E-71*

Company ASUS name occurs from a word "Pegas" - so called a winged horse from Ancient Greek mythology, an inspiration symbol in creativity and a science. Name ASUS personifies force, spirit of creativity and cleanliness with which at modern generation this regal and courageous mythical hero associates. With each new product, companies ASUS obey all new tops in quality and innovations.

Laptops ASUS have proved to be from the best party, working in the most difficult conditions and in the most exotic corners of our planet.

Company ASUS - the largest manufacturer of motherboards possessing the biggest share of the world market (about 40 %). Today the motherboard of manufacture ASUS equips every third computer in the world. In 2008 in the world it has been sold over 24 million motherboards ASUS: if to establish them against each other their total height will be in 10 thousand times more, than height of well-known skyscraper Taipei 101 and in 600 times above the Everest.

The ideology of brand ASUS is based on four positions: "Five advantages - modesty, honesty, diligence, speed and boldness", "Orientation to result", "Innovation and an esthetics" and "Economical thinking". To reach the global purpose of the company - to become the leader of a new digital era - employees ASUS put these fundamental positions into practice.

For achievement of the best results ASUS learns the employees to consider a situation entirely, analyzing possible results before acceptance of any actions. Behind each task it is necessary to see its purpose, behind each consequence - its reason. It will allow to make from the first attempt the correct decision. To reach it, it is necessary to start the task, remembering its purpose, to consider a situation from the point of view of the client, to consider efficiency of expenses, to be opened for perception of alternative decisions and to realize by-effects of the chosen decision.

For creation of as much as possible useful products for the clients company ASUS is necessary on strategy of "Economical thinking" (Lean Thinking). Combining elements of corporate culture with principles "Six sigma", strategy of "Economical thinking" demands from all who works in ASUS, uses of methods of direct communications between employees of all levels, maximizations of efficiency of each link of an industrial chain, decrease in expenses and losses and constant search of ways of improvement of administrative processes.

Gladchenko D. O., *EL adviser*