

HRM 587 Week 7 Course Project; Communicating the Change Paper - Fitbit, San Francisco



8/23/26

HRM587

On November 1, 2019, Google started to focus on trying to purchase Fitbit. At this point Fitbit was already a well-established business in the health/wearables side of things. Then Fitbit was purchased for 2.1 billion by google. The deal was one of the biggest moves in the fitness technology side of things and that is what mainly helped google get into the wearable health watches. The company was officially purchased by google on January 14, 2021. The whole process took almost a year and a half because officials in the United States, European Union, and Australia.

When Fitbit was purchased Fitbit, it had over 29 million active users in more than 100 countries and they also had sold more than 120 million watches and other things over its time. The company had been losing money on its main thing but was making a lot of money with its smartwatch and had just also made something new called launched Fitbit Premium which was a subscription health service. Googles primary objective was make more better technology faster to be able to compete with apple in the watch/health market. This goal was more of an internal thing and to the public many things were not known.

Overview

The Fitbit purchase by google was a carefully calculated move. "There were almost 3 different phases when looking at it now (King)." The first thing was in November of 2019 which was basically when google made the announcement to purchase Fitbit the period where they are trying to purchase it for that year and a half which basically had to be done certain ways so everyone isn't satisfied but just not angry by not knowing what the plan really is.