

Edge Hill University

## Topic 7B - Strategic Management of Technology



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### Objectives

To enable you to gain a better understanding of:

- Competitive Advantage
- Porters 5 forces
- SWOT and PESTL analysis
- Value Chain analysis



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### What is Strategic Management



"Strategic management is the identification, selection and implementation of an organisation's long-term goals and objectives" (APM, 2019:1)

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### Competitive advantage

- The value of information to businesses as a competitive advantage
- Entrepreneurial spirit and how to elevate above the competition
- How businesses use information to generate distinctive ideas and create new opportunities
- Situation analysis to develop the confidence to make decisions that lead to achieving personal goals
- Competitive nature and the ethical implications of having an information advantage
- Elements that set a business apart and how to use this knowledge to stay ahead



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### Porters 5 forces

- Created by Michael Porter
- Very popular business tool
- Five forces
  1. Competitive rivalry
  2. Supplier power
  3. Buyer power
  4. Threat of substitution
  5. Threat of new entry



(Mindtools, 2019-mk)

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### Porters 5 forces



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 Quiz

Click the Quiz button to edit this object

**Quiz Instructions**

- Understanding, understanding the quiz will
- You should be aware of
- You can answer in multiple choice
- You can answer in multiple choice



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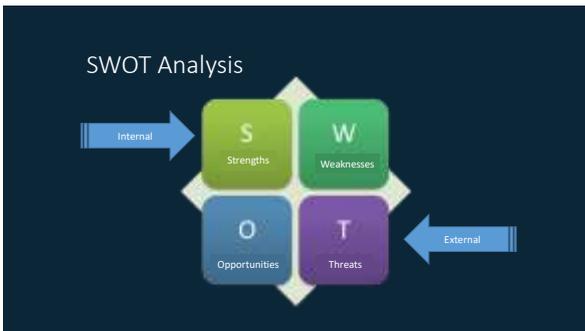
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Strengths  
Weaknesses  
Opportunities  
Threats

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### PEST

- **P**olitical
- **E**conomic
- **S**ocial
- **T**echnological
  
- **L**egal
- **E**nvironmental



What is a PESTLE analysis? (BCS, 2019)

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### SWOT & PESTLE Task

Using the SWOT template and PESTLE template provided (resource tab above). Complete the Cadburys Chocolate task, also to be found in the resource tab above.




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### Value Chain analysis

- Product concept to market
- Analysis
  - Make a profit
- Technology – challenge
- Porter Value Chain model
  - Focusses on systems
  - 2 categories
    - Primary
    - Support



(Smartsheet, 2019.nk)




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