



Edge Hill University




Topic 7B - Strategic Management of Technology



Objectives

To enable you to gain a better understanding of:

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



What is Strategic Management



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

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



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)

Porters 5 forces



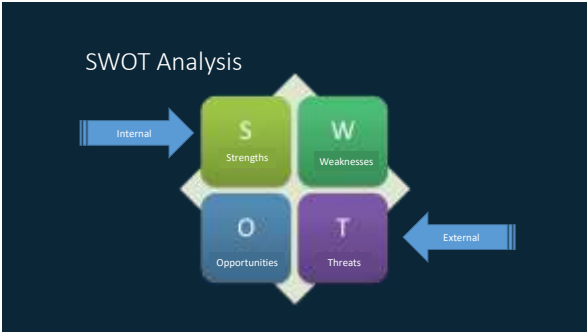
 Quiz

Click the Quiz button to edit this object

Quiz Instructions

- Understanding, understanding the quiz will
- You should be able to
- Answer based on content and context
- You should be able to answer all the questions correctly








PEST

- **P**olitical
- **E**conomic
- **S**ocial
- **T**echnological

- **L**egal
- **E**nvironmental



What is a PESTLE analysis?
(BCS, 2019)


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.



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)

