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**Qualitative Evaluation of the Industry’s Strategic Position**

The qualitative evaluation of the industry’s strategic position is one of the main approaches to check the organization business conditions in the market effectively and efficiently. In this scenario, the aspect of the information technology industry that has selected is the PC industry because this industry is the need of time for most of the organizations and common people. Now, this paper would use Porter’s five forces to make a qualitative evaluation of the PC industry’s strategic position and increase the knowledge and understanding about this industry. Thus, it can be described as below.

**Threat of New Entrants**

Threat of the new entrants is the approach in which new companies/organizations try to enter in an existing market and affect the potential organizations in the same industry. Therefore, in the analysis of any organization or industry, it is important to know about the new entrants or competitors in the context of the same category of the products (Porter, 2008). This situation can help to provide information about the barriers to entry in the industry and suitable environment for PC organization in the market. When there would be several barriers for new entrants, such as financing, tough rules and regulation, and others, the entry of a new firm would be reduced.

Now, the PC industry is an attractive industry because of the need of advanced information technology for the other firms for operational efficiency. Further, individual PC requirement is also increasing for the personal use by the people. Therefore, the PC industry is very profitable when business is conducted strategically. But, there are several barriers for new entrants, such as huge competition and quality of the products of the companies (Porter, 2008). In this scenario, a new company cannot survive in the challenging market without innovative technology.

**Threat of Substitute Products or Services**

Substitute products or services are considered as the other options of the main product that affect it sales in the market. In this PC industry, there are several substitute products that usually reduce the sales and profits of this industry, such as laptop, tablet, and android mobile phones. These alternative products have become second option to offering for the people to use in daily life (Porter, 2008). However, the needs of PC by the organizations cannot be changed at all because of convenient and cost effective. Therefore, the threat of substitute products is less effective for the PC industry and it can grow in the market effectively and efficiently because of the use of advanced technology according the needs of the business requirement.

**Bargaining Power of Customers**

The bargaining power of customers is related to the other Information Technology to use against the PC industry, such as Internet. However, the facilities of the PC industry cannot be neglected because Internet runs on the PC or other substitutes. Further, the customers have not any other option to purchase apart from the PC because of cost effective IT products than the other, such as laptop and tablet (Magretta, 2013). Thus, the bargaining power of the buyers in terms of putting the PC industry under pressure is less effective because of its needs in every industry and reduction of the cost burden of the company.

**Bargaining Power of Suppliers**

Suppliers also play the most important role in any industry that can force Manufacturing Companies through increasing prices of the supplied products or switching the existing company. However, in the PC industry, the bargaining power of suppliers is less effective because of large volume of suppliers and cost effective parts that supplied in huge quantity to the PC manufacturing companies (Magretta, 2013). Most of the companies in this industry manufacture several computer parts that also reduce the effect of bargaining power of suppliers. Further, the computer manufacturing companies always needs original products to avoid duplicity. Therefore, it is less probability of the suppliers switching to the other companies when they would get value and timely payment in this industry.

**Intensity of Competitive Rivalry**

The intensity of competitive rivalry is known as the existing companies that operate their business in same categories of the products. At this stage, in the PC industry, there are several organizations that manufacture computers and give tough challenges to the other companies. In this, the competitors that can be seen in the PC manufacturing company are the, Apple, HP, and Samsung, as well as Sony, including IBM and Toshiba (Hill & Jones, 2011). These companies always try to take competitive advantage through their innovative products and marketing strategy to increase sales and profits in the market. Therefore, it can be stated that the PC industry have a sustainable competitive advantage because of the competition at the global level through making strong customer base.

St**rategic Information Systems Assessment (Week 2 IP)**

The strategic information system assessment for the PC (Personal) industry is most important because it would provide real condition of the organizations or their IT business in the global market. In this scenario, a SWOT analysis and assessment of the forces that governing competition for the organization would be described. Further, it would also describe about the use of Wiseman’s framework of strategy development in order to define the strategic thrusts and related advantage in an information systems management plan.

**SWOT Analysis**

Strengths: The main strengths of the PC organization can be considered as innovative technology and strong distribution system in the world. Further, most of the organizations of the PC industry are known for their brand name and recognition in the market that help to increase sales and increasing customers’ volume (Aiba et al., 2014). The first choice of the other industries for the personal computer in their daily business operations is also one of the main strength of the PC industry. Apart from these strengths, the increasing needs of the common people in order to give education to their children have also improved its market conditions at the global level.

Weaknesses: The PC industry and its various organizations have some weaknesses also that can be seen as huge competition and some technical issue in the computer system. The product usually takes more electric power than the laptop; therefore most of the people do not want to purchase PC for personal use. Further, this industry has now become concentrated in the global market that can reduce sales of the PC and less opportunity to grow in the market.

Opportunities: The PC organizations have several opportunities in the market because of increasing demand and cost effectiveness. Further, PC industry has gained the trust of the people that also motivating to implement latest technology for the growth of the companies (Aiba et al., 2014). There are some other opportunities for the PC industry that can be seen as opening new manufacturing plants at the global level. However, there is also possibility to create PC in different languages to target the customers.

Threats: This PC industry and its organizations always worry about the competition because of the availability of several PC manufacturing companies. Additionally, the increasing demand of the laptop because of convenient to carry from one place to other has creates threats for the PC organizations effectively and efficiently. At the same time, the less consumption of the electricity by the laptop device is also one of the main threats for the PC industry.

**Forces that Governing Competition**

The most important forces that are presently governing competition for the PC organization are the innovative technology and its distribution system. When any organization that pays more attention towards manufacturing of PC; there would be requirement of latest software to run them. This software also creates a force in governing competition because there are some programming development companies that create software for the PC industry, such as Microsoft and Apple (Morris, 2013). Further, suppliers and distributors are also play the most important role in the present scenario governing competition in the market. This is possible on the basis of PC manufacturing organizations’ brand name and quality of the technology, including reputation in the market. In most of the situations, the needs and wants of the customers also affect the PC organizations in the market because they purchase that system that satisfies their needs.

**Strategic Thrusts**

On the basis of Wiseman’s framework of strategy development, the strategic thrusts are the competitive moves in which defensive or offensive strategies are adopted by the organization to achieve more strategic target in IT planning process (Hammer, 2012). In this, the PC organization can build a business case for implementing information systems management plan on the basis of differentiation of the products in which companies can develop latest features to make the PC system different than the other organizations. Further, in order to develop strategic thrusts, the PC organization can keep the cost of the product challenging in the market based on the quality and competition because it can provide strategic advantage to the company as the increasing sales and market share.

At the same time, the PC organization can also adopt innovation strategy to develop new products and services under strategic thrusts because it can help to create advanced technology to satisfy the needs of the customers and making more customers’ volume. Further, it can also be considered that the strategic thrusts of the PC organization also include growth thinking in order to expand business in the global market (Hammer, 2012). This strategy can give a competitive advantage to the PC organization through capturing developing countries’ market. At last, it is also necessary for the PC organization to make alliance with other companies in the same industry to create strategic thrusts because this alliance can also help PC organization to increase competitive market condition.

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